UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: **Business Analytics**	**Semester: IV**
Program: **BBA Digital Marketing**	**Time : 03 hrs.**
Course Code: DSBA 2005	**Max. Marks: 100**

Instructions: Write in your own words. Clarify with examples wherever applicable

SECTION A **10Qx2M=20Marks**			
S. No.			
Q 1	What is the role of a business analyst?		**CO1**
Q2	Suggest two important application of business analytics in 'Hospitality'.		**CO3**
Q3	Why do business analyst need to prepare a model for analytics?		**CO2**
Q4	What do you mean by a 'construct'?		**CO2**
Q5	What are measurement scales?		**CO2**
Q6	What is descriptive analytics?		**CO1**
Q7	What is 'path co efficient' in predictive modeling (PLS SEM).		**CO1**
Q8	What are the best methods of 'data cleaning'?		**CO2**
Q9	Business analytics (BA) is still in developing phase in India. What are 'Myths' associated with BA.		**CO3**
Q10	Suggest the best methods to predict relationships in a business concepts?		**CO2**
SECTION B **4Qx5M= 20 Marks**			
Q11	What are the skills required for a business analyst? Illustrate.		**CO2**
Q12	What are the 'reliability' tests of measurement model in PLS SEM.		**CO2**
Q13	How do models are prepared in 'Simulations'.		**CO2**
Q14	What is convergent validity in PLS SEM?		**CO3**
SECTION-C **3Qx10M=30 Marks**			
Q15	What do you mean by **'Simulation'**? What are its advantages and disadvantages?		**CO3**
Q16	Explain the role of business analytics in creating value to the customers.		**CO4**

Q17	What are the various kinds of diagrams you use as a business analyst? How do they impact the work?		**CO3**
	SECTION-D **2Qx15M= 30 Marks**		
Q 18	How to perform and report an impactful analysis in PLS SEM? Explain the various stages of 'Predictive analytics" utilizing PLS SEM (Smart PLS).		**CO4**
Q19.	A. How do you treat outliers in a data set? B. What are different types of hypothesis testing? C. What is type II error? D. How does AND () function work in Excel.		**CO5**