

25U285S

(Pages: 2)

Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

CC24UCOM2MN109 - DATA ANALYTICS FOR BUSINESS

(Commerce - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. What is Data Science? [Level:2] [CO1]
2. What is Data Analytics? [Level:2] [CO1]
3. Compare how big data and small data differ in their analysis methods. [Level:3] [CO2]
4. What is the main characteristic of a directed graph? [Level:2] [CO2]
5. State any three difference between data and Information. [Level:2] [CO3]
6. Explain Prescriptive Analytics. [Level:2] [CO3]
7. What is Tableau, and how is it used for data visualization and business intelligence? [Level:2] [CO4]
8. List out the main stages of the data analytics process? [Level:2] [CO4]
9. How does supervised learning differ from unsupervised machine learning in terms of data usage and outcomes? [Level:2] [CO4]
10. Explain Data Mining. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. What are the key concepts in business analytics that organizations must understand to leverage data effectively? [Level:2] [CO1]
12. How can businesses overcome the difficulties in integrating business analytics into their decision-making processes? [Level:2] [CO1]

13. What are the steps involved in data pre-processing? Explain each step and its significance in preparing data for analysis or machine learning tasks. [Level:2] [CO2]
14. What are the techniques for data quality assurance and validation? [Level:2] [CO2]
15. What are the different types of Big Data Analytics and how do they differ from each other? [Level:2] [CO3]
16. Explain various Text Analytics Techniques. [Level:2] [CO4]
17. What are the main phases of the data analytics lifecycle, and how do they facilitate informed decision-making? [Level:2] [CO4]
18. Why is Data Visualization important? [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. What are the key differences between ordinal and nominal scales? How do these differences influence the choice of statistical methods. [Level:3] [CO2]
20. How can businesses use Data Analytics to optimize pricing strategies and maximize profits? [Level:2] [CO3]

(1 × 10 = 10 Marks)
