GUJARAT TECHNOLOGICAL UNIVERSITY
ME – SEMESTER – III (New)– EXAMINATION – WINTER-2019

Subject Code: 3730005   **Date: 14-11-2019**

Subject Name: Business Analytics

Time: 02:30 PM TO 05:00 PM   **Total Marks: 70**

Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Explain various challenges and advantages of business analytics.	**07**
	(b)	Explain various data mining methodologies.	**07**
Q.2	**(a)**	Explain new product development model.	**07**
	(b)	Explain different statistical forecasting methods.	**07**
		OR	
	(b)	Explain Perspective Analysis.	**07**
Q.3	**(a)**	Explain Descriptive analysis.	**07**
	(b)	Explain qualitative and judgmental forecasting techniques.	**07**
		OR	
Q.3	**(a)**	Explain Predictive analysis.	**07**
	(b)	Give difference between business analytics and business intelligence.	**07**
Q.4	**(a)**	Explain Time Series Analysis in forecasting.	**07**
	(b)	Explain Statistical notations used by statistical tools.	**07**
		OR	
Q.4	**(a)**	What is Decision Analysis? Explain Decision Tree.	**07**
	(b)	Explain Business Analytics Technology in detail.	**07**
Q.5	**(a)**	Explain Data Storytelling and Data journalism.	**07**
	(b)	Explain Skills of Business Analytics Personnel in detail.	**07**
		OR	
Q.5	**(a)**	What is Decision Making Process? Explain it in detail.	**07**
	(b)	Explain Overbooking and Cash Budget Model.	**07**

****