

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**
