Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
ME – SEMESTER – III (New) • EXAMINATION – WINTER - 2020

Subject Code: 3730005   **Date:1/1/2021**
Subject Name: Business Analytics
Time: 10:30 AM TO 12:30 PM   **Total Marks: 56**

Instructions:
1. **Attempt any FOUR questions out of EIGHT questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Explain the scope and process of Business Analytics.	**07**
	(b)	Explain sampling and estimation methods in detail.	**07**
Q.2	**(a)**	Discuss about Simple Linear Regression.	**07**
	(b)	Discuss Descriptive Statistical methods.	**07**
Q.3	**(a)**	What are the common Management issues faced by today's organization. Also explain the importance of Team Management.	**07**
	(b)	Discuss about Descriptive Analysis and Predictive Analysis.	**07**
Q.4	**(a)**	Explain nonlinear Optimization in detail.	**07**
	(b)	Discuss Qualitative and Judgmental Forecasting.	**07**
Q.5	**(a)**	Discuss Regression Forecasting with Casual Variables.	**07**
	(b)	Explain Monte Carlo Simulation in detail.	**07**
Q.6	**(a)**	Explain Utility and Decision Making in detail.	**07**
	(b)	Explain Decision Trees.	**07**
Q.7	**(a)**	Discuss recent trends in Embedded and collaborative business intelligence.	**07**
	(b)	Explain Forecasting Models for Time Series with a Linear Trend in detail.	**07**
Q.8	**(a)**	Discuss the recent trend of Data Journalism.	**07**
	(b)	Explain Data and models for Business Analytics in detail.	**07**

****