QP Code: **D 123030**	Total Pages: **1**	Name:
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SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025

B.Com

COM2MN109 : Data Analytics for Business

2024 Admission onwards

Maximum Time :2 Hours	Maximum Marks :70

Section A

All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks)

1	What are the different types of Data Analytics?
2	What is meant by data visualization ?
3	What is Data Science ?
4	What is meant by the term Machine Learning ?
5	What is the importance of Data Collection, in analytics ?
6	Differentiate between data and information.
7	Explain predictive analytics and its applications.
8	What are the types of data used in business analytics ?
9	What are the benefits of applying analytics in marketing?
10	What is the use of Data Dictionary, in data management?

Section B

All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks)

11	What are the types of Business Analytics ?
12	What is the Nominal Scale? Provide examples of its usage.
13	Discuss the methods used for data pre-processing.
14	What are the various types of data structures used in analytics?
15	What are the essentials for data quality ?
16	Explain the importance of Data Mining in analytics.
17	Discuss different types of Data Visualization techniques.
18	Explain the significance of SQL Clustering

Section C

Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)

19	Explain the importance of data analytics in modern businesses.
20	Explain the nature and advantages of big data analytics.