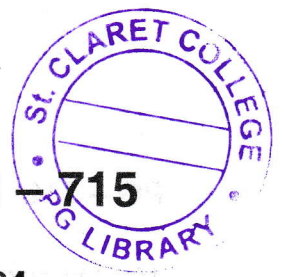




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**III Semester M.B.A. (Day & Eve.) Examination, June/July 2024
(CBCS) (2022 – 23)
MANAGEMENT**

3.3.4 (Common to All Papers) : Business Analytics using Spread Sheets

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks : **(5×5=25)**

1. Define multicollinearity in the context of regression analysis and discuss its implications.
2. Identify and describe two uses of spreadsheet models in business analytics.
3. Explain the key features of Tableau that make it a preferred tool for data visualization.
4. Define visual data storytelling and explain its importance in conveying complex information.
5. Explain how Excel's descriptive statistics tool can be used to analyze data sets.
6. What are probability distributions and why are they important in data modeling ?
7. Define business analytics and explain its scope in modern businesses.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks : **(3×10=30)**

8. Describe and differentiate between descriptive, predictive and prescriptive models in business analytics.
9. What are the types of joins available in Tableau ? Describe the procedure to connect multiple tables with joins in Tableau.

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10. Discuss the role of data in business analytics and its impact on decision-making processes.
11. Define visual data storytelling and explain its importance in conveying complex information.

SECTION – C

12. Case study (**Compulsory** question) :

(15×1=15)

Salary in Rs. thousands	50	60	70	80	90	100
Preference for vacation prices in Rs. Lakhs	5	8	9	12	14	19

- a) How do you conduct regression in Excel spreadsheet ? Mention the steps sequentially and accurately.
 - b) What is multiple regression ? Give an example of multiple regression identifying the independent and dependent variables.
 - c) Calculate the regression value from the above table and give an inference.
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