

MAY 2022 - ENDSEM EXAM
FINAL. YEAR B. TECH. (CIVIL) (SEMESTER - II)
COURSE NAME: BUSINESS ANALYTICS
COURSE CODE: IOEUA40184F
(PATTERN 2018)

Time: [1Hr]

[Max. Marks: 30]

(*) Instructions to candidates:

- 1) Answer Q.1 OR Q.2, Q.3 OR Q.4, Q.5 OR Q.6.
- 2) Figures to the right indicate full marks.
- 3) Use of scientific calculator is allowed
- 4) Use suitable data where ever required

MARKING SCHEME & SOLUTION

Q.1 a	1 mark x 4 Points	4 Marks
Q.1 b	Necessity of data transformation 1 mark x 2 Points Distinguish - 1 mark x 4 Points	6 Marks
OR		
Q2 a	1 mark x 4 Points	4 Marks
Q2 b	Simplify YTD QTD and MTD with suitable examples – 1 Mark each – 3 Marks Develop DAX to calculate it - 1 Mark x 3 Points	6 Marks
Q.3 a	1 mark x 4 Points	4 Marks
Q.3 b	a. $GPA = 0.04 \times ACT \text{ score} + 2.11$ – 1.5 Marks b. $GPA = 0.04 \times 20 + 2.11$ – 1.5 Marks c. Positive – 1.5 Marks d. predictor is ACT score and target variable is GPA – 1.5 Marks	6 Marks
OR		
Q.4 a	1 mark x 4 Points	4 Marks
Q.4 b	a. yes, vacancy is having strong relationship with rental prize as it has highest coefficient value – 1.5 mark b. $Rental \text{ prize} = -0.14 \times age + 0.28 \times tax + 0.61 \times vacancy + 0 \times sq.ft \text{ area} + 12.2$ – 1.5 mark c. $Rental \text{ prize} = -0.14 \times 20 + 0 \times 10 + 0.61 \times 2 + 0 \times 500 + 12.2$ – 1.5 mark d. predictor is age, tax, vacancy, sq.ft area and target variable is rental prize – 1.5 mark	6 Marks
Q.5 a	Distinguish the importance of Tableau architecture – 1 mark x 4 Points Neat diagram – 2 Marks	4 Marks
Q.5 b	1 mark x 6 Points	6 Marks
OR		
Q.6 a	1 mark x 4 Points	4 Marks
Q.6 b	1 mark x 6 Points	6 Marks