

Faculty of Commerce
B.Com (Business Analytics) I-Year, CBCS - I Semester
Backlog Examinations –June/July, 2022
PAPER: Data Driven Decision Making

Time: 1Hour 30 Min

Max Marks: 50

I. Answer any *five* of the following questions

(5x4=20 Marks)

1. What is data driven approach?
2. Business Analysis.
3. What is big data?
4. What do you mean by data life cycle?
5. Explain about 3 V's of data.
6. Organization disruption.
7. ACID properties.
8. What is ETL?

Section-B

II. Answer the following questions

(5x6=30 Marks)

9. (a) Discuss the challenges of becoming data driven.
(OR)
(b) Explain about the data practice analyzing techniques.
10. (a) Explain the roles of data analyst in an organization.
(OR)
(b) Discuss the various steps in becoming data driven business model.
11. (a) What are the statistical tools used for data analytics? Explain
(OR)
(b) Explain about data visualization tools in detail.
12. (a) Explain about various stages of data life cycle.
(OR)
(b) Write about main forms of data in an organization.
13. (a) Discuss about requirement gathering in an organization.
(OR)
(b) Explain about customer journey map in 7 steps.
