

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

P7267

[5860]-211

M.B.A.

205 BA : BASIC BUSINESS ANALYTICS USING R
(2019 Pattern) (Semester - II) (SC - BA - 01)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.
- 2) All questions are compulsory.

Q1) Answer the following questions (Any Five) :

[10]

- a) What are naming convention for variable names in R?
- b) Enlist the features of R language.
- c) Define Predictive Analytics?
- d) Explain Summary () function in R.
- e) Write instruction code to read and write from file in R.
- f) Explain if statement in R with syntax.
- g) What are the skills required for good business analyst?
- h) What is the use of help () function in R?

Q2) Answer the following questions (Any Two) :

[10]

- a) What are datatypes in R? Explain any three datatypes using suitable example.
- b) Define Data structure in R? Explain list in R with appropriate example.
- c) Explain Relational operators in R with suitable example.

P.T.O.

Q3) Answer the following questions (Any One) :

[10]

- a) What is matrix in R? Which function is used to create a matrix? Explain nrow, ncol, dimnames parameters in matrix.
- b) Explain the following functions with example.
 - i) `rbind ( )`
 - ii) `str ( )`
 - iii) `mean ( )`
 - iv) `sqrt ( )`
 - v) `class ( )`

Q4) Answer the following questions (Any One) :

[10]

- a) Discuss the application of business analytics in marketing and healthcare sector.
- b) Explain various stages of an organisation in terms of data maturity. Discuss options for organisation in absence of good quality data.

Q5) Answer the following questions (Any One) :

[10]

- a) What is data visualization? Elaborate the need and importance of data visualization? Write and Explain with R code how to visualize data using line plot & histogram.
- b) Discuss the importance of loops in R. Elaborate for and while loop with example.



24 Feb 2023

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PA-4175

[5946]+211

F.Y. M.B.A.

SC - BA - 01 : BASIC BUSINESS ANALYTICS USING R
(2019 Pattern) (Semester - II) (205BA)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All the questions carry equal marks.
- 2) All questions are compulsory.

Q1) Answer the following questions: (any five)

[10]

- a) What are keywords/reserved words in R?
- b) What is the use of help () function in R?
- c) Explain install packages () function in R.
- d) List the features of R language.
- e) What are the skills required by a good business analyst?
- f) Define descriptive analytics.
- g) Define built in functions in R.

Q2) Answer the following: (any 2)

[10]

- a) What are arithmetic operators in R. Elaborate any three arithmetic operators with example.
- b) Explain the importance of data in business analytics? Differentiate between data, information and knowledge with appropriate example.
- c) List the data structures in R. Explain vectors in detail with example.

Q3) Answer the following: (any one)

[10]

- a) What are data frames in R? What are the characteristics of a data frame? How to create a data frame. Discuss with an example how `str()` function and `summary()` function can be applied on data frame?
- b) Explain the following functions with example:
 - i) `sqrt()`
 - ii) `seq()`
 - iii) `class()`
 - iv) `paste`
 - v) `head()`

Q4) Answer the following: (any one)

[10]

- a) Discuss the applications of business analytics in health care industry and retail.
- b) What is data visualization? Elaborate the need and importance of data visualization? Write and explain with R code how to visualize data using line plot and scatter plot.

Q5) Answer the following: (any one)

[10]

- a) How to read and write a CSV file and XLSX file? Which library is required to read and write
 - i) XLSX file
 - ii) My Sql data base
- b) Discuss the importance of loops in R. Elaborate for and while loops with examples.



Total No. of Questions : 5]

SEAT No. :

PB2066

[Total No. of Pages : 2

[6201]-208

First Year M.B.A. (Management)

205 BA SC-BA-01 : BASIC BUSINESS ANALYTICS USING R

(Revised 2019 Pattern) (Semester-II)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carry equal marks.*

Q1) Define any five.

[10]

- a) Vector
- b) List
- c) Data frames
- d) Scalar
- e) Data Analyst
- f) Arrays
- g) Information
- h) Web scrapping

Q2) Answer any two from the following.

[10]

- a) Difference between Business Analytics and Business Analysis.
- b) Explain the future of Business Analytics.
- c) Discuss the steps of importing data from spreadsheets, text file.

P.T.O.

[10]

Q3) Solve any one from the following.

- a) What is Business Analytics? What are the features of R programming?
- b) Write a program to find the sum of digits of any integer.

[10]

Q4) Solve any one from the following.

- a) What are the built in functions in R like seq(), cbind(), rbind(), merge().
- b) Summarize data by using functions like : str(), class(), length(), nrow(), ncol().

[10]

Q5) Solve any one from the following.

- a) Explain the various uses of functions like grep(), grep1(), sub(), summarize(), list().
- b) What is data visualization? Explain the various data visualization tools.

