B.Com.(Business Analytics) I Sem
Data Driven Decision Making
March 2022

Time: 1 ½ hours   **Marks: 50 Marks**

Part-A

I. Answer any five questions   **5 x 2 = 10 Marks**

1. Data Driven Decision Making.
2. Python & R.
3. SQL & NOSQL
4. Customer Journey Map
5. Big data
6. Data Mining
7. Cloud Storage
8. Power BI

Part-B

II. Answer the following questions   **5 x 8 =40 Marks**

9. (a). What is Business Analytics? Explain the importance of Business Analytics.

   (or)

   (b). What is Data Disruption? Explain the challenges that an organization may face in becoming Data Driven Organization

10. (a). What is Data Driven Decision Making Process? Explain the Cultural Barriers and Solutions to Cultural and Cross Functional Barriers.

    (or)

    (b). Identify six steps of Data Driven Decision Making Model and discuss about them.

11. (a). Discuss about Big data and other Data Tools.

    (or)

    (b). Explain about Python & R and Visualization Tools.

12. (a). What is Data Life Cycle? Explain the stages in Data Life Cycle.

    (or)

    (b). What are the types of data in the organization?

13. (a). Discuss about stages of Requirements Gathering Process.

    (or)

    (b). Discuss about 3Vs of data and the ways data is consumed in big data.