Academic Year (2021-22)	
Year: 3 Semester: VI	
Program: B. Tech. (Computer Engg.)	Max. Marks: 75
Subject: Business Analytics	Time: 10:30 am to 1:30 pm
Date:05/07/2022	Duration: 3 Hours
REGULAR EXAMINATION	

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover page of the Answer Book, which is provided for their use.

(1) This question paper contains 02 pages.
(2) All Questions Are Compulsory.
(3) All questions carry equal marks.
(4) Answers to each new question are to be started on a fresh page.
(5) Figures in the brackets on the right indicate full marks.
(6) Assume suitable data wherever required but justify it.
(7) Draw the neat, labeled diagrams, wherever necessary.

Question No.		Max. Marks
Q1	With a use case clearly explain the following: (Any 3) 1) Business Analytics 2) Descriptive Analytics 3) Predictive Analytics 4) Prescriptive Analytics	[15]
Q2	Explain the following functions in SAS (Any 5) a. COMPBL b. COMPRESS c. STRIP d. INTCK e. INTNX f. CATX g. FIND	[15]
Q3 (a)	Which object can use a data item that has a classification type of geography? List the essential steps for creating a geo-map. **OR** Explain different types of filters used in SAS.	[08]
Q3 (b)	Explain the following PROC in detail with relevant code snippets.(Any 2) Proc means Proc Freq Proc import	[07]

Q4	Analyse loan data and discuss the visual analytics tools assisting in decision-making for loan approval. Assume appropriate relevant input data. OR Perform descriptive analytics with data visualization techniques like tables, graphs over student's performance. Assume appropriate relevant input data.	[15]
Q5 (a)	Explain the purpose of following panes available in SAS Visual Analytics Report Builder. (Any 2) a) Roles Pane b) Action Pane c) Rules Pane	[08]
Q5 (b)	Explain the following with relevant examples (Any 2) a) Calculated item b) Aggregated measure c) Custom Category	[07]

All the Best!