Academic Year (2021-22)
Year: 3   Semester: VI

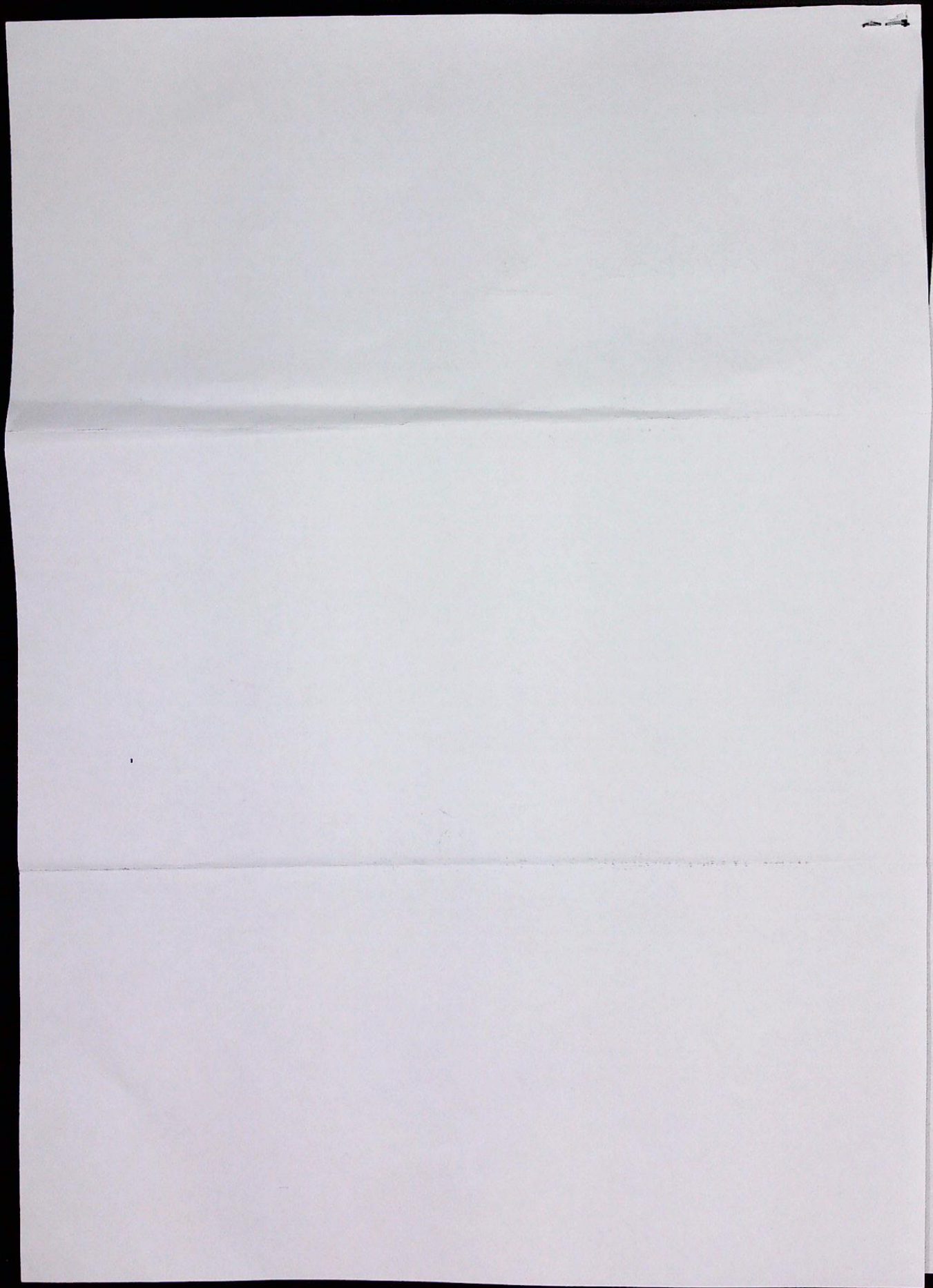|	
Program: B. Tech. (Computer Engg.)	Max. Marks: 75
Subject: Business Analytics	Time: 10:30 am to 1:30 pm
Date: 04/10/2022 RE	Duration: 3 Hours

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___2__pages.
(2) All Questions are Compulsory.
(3) All questions carry equal marks.
(4) Answer to each new question is 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 labelled diagrams, wherever necessary.

Question No.		Max. Marks
Q1 (a)	Explain the following PROC with relevant code snippets. a) PROC IMPORT	[05]
Q1 (b)	Using SAS, assist the HR department to find out the various reasons that cause an employee to leave the organisation. Assume appropriate relevant input data. OR Using data visualization techniques like tables and graphs in SAS, predict disease diabetes among Indians. Use regression and correlation for predictive analytics. Assume appropriate relevant input data.	[10] [10]
Q2 (a)	Using SAS, analyze Superstore data. Assume appropriate relevant input data. Discuss what decision-making can be made with the annual summary report. OR Analyse loan data and discuss the visual analytics tools assisting in decision-making for loan approval. Assume appropriate relevant input data.	[10] [10]

Q2 (b)	With a use case clearly explain Predictive Analytics.	[05]
Q3 (a)	Explain Calculated items with relevant examples.	[05]
Q3 (b)	What are the different ways in which we can solve the problem of high cardinality of data in SAS Visual Analytics? Which filters can be edited with the Report Viewer?	[10]
	OR	
	Discuss how a Text data source is analyzed in SAS.	[10]
Q4 (a)	Explain in detail the various summary statistical reports in SAS.	[08]
	OR	
	With a use case clearly explain Prescriptive Analytics in detail.	[08]
Q4 (b)	Explain in detail how data is manipulated in SAS with functions.	[07]
Q5 (a)	Explain the following with relevant code snippets/examples (Any 2). a) PROC SORT b) DATE functions c) Display Rules	[10]
Q5 (b)	Explain Aggregated measure with relevant examples.	[05]

All the Best!