

Total No. of Questions : 5]

SEAT No. :

P7267

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[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.

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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.

