Total No. of Questions : 5]

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PA-4175

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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.

P.T.O.

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.

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