

QP Code: D141419		Total Pages: 1	Name:
			Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
ACCOUNTING AND FINANCE / COMMERCE			
COP2MN109 / COM2MN109 Data Analytics for Business			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks)			
1	Discuss the role of Data Analytics in healthcare		
2	What is Business Analytics ?		
3	How is Data Analytics applied in marketing?		
4	What is data mining ?		
5	How can outliers in data be detected and managed?		
6	Discuss descriptive analytics with examples.		
7	What is meant by Data quality assurance ?		
8	Discuss the challenges faced in data analytics.		
9	Distinguish between big data and small data		
10	What is the concept of Data Dictionary ?		
Section B			
All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks)			
11	What are the challenges faced in implementing Data Analytics in business?		
12	Describe the Ordinal Scale and how it differs from the Nominal Scale.		
13	What is the Ratio Scale, and how is it used in data measurement?		
14	Explain the steps involved in handling missing data		
15	Describe the role of data in business decision-making		
16	Explain the role of Machine Learning (ML)		
17	What are the merits and demerits of Text Analysis ?		
18	What are the different Data Analytics Tools commonly used in the industry?		
Section C			
Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)			
19	Explain the nature and importance of businesses analytics		
20	Explain the steps in the Data Analytics Lifecycle		