

10333

4

- (b) Histogram vs. Boxplot - suitability for different types of data distributions.
- (c) Importing and visualizing web-based datasets in R.
- (d) Ethical issues and data privacy concerns in MSME analytics.

(300)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 10333

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Unique Paper Code : 6133390041

Name of the Paper : BUSINESS ANALYTICS
FOR MSMES

Name of the Course : **B.A. (VS) SMALL AND
MEDIUM ENTERPRISES**

Semester : VII (NEP)

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. **All** questions carry equal marks.

P.T.O.

10333

2

1. Explain the evolution of Business Analytics for MSMEs. How has the shift from traditional reporting to data-driven decision-making transformed MSME operations?
2. Discuss different types of data (nominal, ordinal, interval, and ratio) and analyse how each type can be used to support business insights in MSME scenarios.
3. "Data cleaning is the foundation of reliable analytics." Evaluate this statement by explaining techniques such as handling missing values, removing duplicates, and standardizing formats in Excel/Google Sheets.
4. Describe the process of creating interactive dashboards for MSMEs. How do slicers, timelines, and dynamic charts enhance managerial decision-making?

10333

3

5. Critically examine the use of R for statistical analysis in MSMEs. Explain the significance of data frames, lists, and matrices in organizing business data.
6. Explain the concept of Diagnostic Analytics. How can MSMEs use diagnostic techniques to identify reasons behind declining sales or customer chum?
7. What is Regression Model Fit? Discuss R-square, Adjusted R-square, and residual analysis, and explain how they help in validating regression models for MSME datasets in R.
8. Write short notes on **ANY THREE** :

(a) Role of Big Data in improving MSME supply chain decisions.

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