

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Name of the Assignment Setter:		Dr. Manisha J. Shinde			
Course:	BCA	Class:	BCA	Semester:	VI
Subject:	Business Analytics				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	What is data? Explain Importance of Data Quality.				
b)	What is data mining? What are different data mining techniques?				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Write a detail report on functions and features of Recruitment Analytics.				
b)	Write a detail report on any one application of Business Analytics (Ex. Risk - Fraud Detection and Prediction or Portfolio Stress Testing).				
c)	What are different types of sources of data collection?				
d)	Explain Data Visualization and tools used for data visualization in detail.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Dealing with Missing or incomplete data				
b)	Data Classification.				
c)	Customer Analytics Customer Segmentation				
d)	Recovery Management				
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