QP CODE: 4000300470

Reg No   :   ....

Name   :   ....

MBA DEGREE EXAMINATION, SEPTEMBER 2021

Third Semester

Faculty of Management Science

Master of Business Administration

Core Courses - MB010301 - BIG DATA & BUSINESS ANALYTICS

2019 Admission Onwards

97E1FF23

Time: 3 Hours   Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1.   What is a nominal data?

2.   What are decision trees?

3.   What is a symmetric distribution?

4.   What are the uses of a Scatter Plot?

5.   Differentiate the test to be conducted in multiple linear regression modelling to check the statistical significance of individual variable and overall model validation at a given significant level.

6.   What are the advantages of hierarchical clustering?

7.   Calculation of advertisement effectiveness will be more easier with the help of analytics. Justify your answer with analytical solution.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8.   What is data science? Explain data science lifecycle.

9.   What is SPSS package? State the advantages and limitations of using SPSS package.

10.   Justify the need for a measure of central tendency. State the requisites for an ideal measure of central tendency.

11.   What will be the impact on model due to presence of multi collinearity ?

12. Explain the significance of Receiver Operating Characteristics (ROC) curve.

13. Explain unsupervised predictive analytics.

14. Explain the steps used for formulating a problem as linear programming problem.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Explain the reason behind calculating standardized regression coefficient and method to calculate the same with an example.

16. Briefly explain the importance of R and MS Excel in Data Analytics?

Compulsory Question

17. Explain the roadmap for analytics capability building.

(2×10 = 20 Marks)