



**MBA III Semester Regular/Supplementary Examinations, February 2025**

**BUSINESS ANALYTICS**

**Maximum Marks: 60**

Date:07.02.2025

Duration: 3 hours

- Note:**
1. This question paper contains two parts A and B.
  2. Part A is compulsory which carries 10 marks. Answer all questions in Part A.
  3. Part B consists of 5 Units. Answer any one full question from each unit.
  4. Each question carries 10 marks and may have a, b, c, d as sub questions.

Part-A		CO	Bloom Tx
All the following questions carry equal marks (10X1M=10 Marks)			
1.a)	Define Big Data	1	L1
b)	Write the importance of Data visualization?	1	L2
c)	Define Sample.	2	L2
d)	Define Poisson Distribution.	2	L2
e)	Write the demerits of Karl Pearsons Coefficient of Correlation?	3	L2
f)	What are the methods of correlation	3	L1
g)	Write about Data Reduction?	4	L2
h)	What are the merits of K-nearest neighbors?	4	L2
i)	What is Verification	5	L1
j)	Write about decision making process?	5	L2
Part-B		CO	Bloom Tx
Answer All the following questions. (5X10M=50Marks)			
2.	a) Explain Data queries with suitable example. [5M]	1	L2
	b) Extend the Data using Pivot Tables. [5M]	1	L2
OR			
3	a) List and explain the importance of Analytics. [5M]	1	L1
	b) What do you mean by Statistical methods for summarizing data. [5M]	1	L1
4.	Explain briefly about Data Modelling. [10M]	2	L2
OR			
5.	a) What is continuous probability Distribution. [5M]	2	L1
	b) Illustrate the two classes of probability Distribution. [5M]	2	L2
6.	Discuss brief about simple and multiple correlation. [10M]	3	L3
OR			
7.	Explain about linear discriminant analysis. [10M]	3	L3

8	a) Extend in detail Predictive Accuracy.	[5M]	4	L2
	b) Explain the KNN algorithm. (K nearest neighbor).	[5M]	4	L2
OR				
9.	What is supervised learning. Explain with suitable example?	[10M]	4	L3
10.	a) Illustrate the working principle of Monte Carlo Simulation.	[5M]	5	L2
	b) Demonstrate the disadvantages of Simulation.	[5M]	5	L2
OR				
11.	a) Discuss in detail various techniques involved in Risk Analysis.	[5M]	5	L3
	b) Compare and contrast Verification and Validation.	[5M]	5	L2