



Regulation R20

Subject Code: C143PC3

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous & Accredited with NAAC 'A+' Grade)

MBA III Semester Supplementary Examinations, February 2024

DATA ANALYTICS

Duration: 3 Hours

Date 20.02.2024 Maximum Marks: 70

PART - A

Answer All the following Questions

(5X4M=20 Marks)

1. Explain the Various Challenges in Business Analytics.
2. Discuss the Data Modeling.
3. Write about Co-relation.
4. Explain the k-nearest neighbors.
5. Write about Simulation.

PART - B

Answer All the following questions.

(10M X 5=50Marks)

6. What are the Data Visualization Techniques? [10]
(OR)
7. Discuss briefly about role of business analytics in current business environment. [10]
8. Explain the various ways of Measure of variability. [10]
(OR)
9. What is Data Modeling? Explain. [10]
10. Explain the properties of Karl Pearson's Coefficient of Correlation. [10]
(OR)
11. Explain the Two Way ANOVA with an example. [10]
12. What is data mining and explain the steps involved in this process? [10]
(OR)
13. What is logistic regression and explain how to enter data in it? [10]
14. Explain the random number generation in excel. [10]
(OR)
15. Explain different Experience Based Testing Techniques. [10]