



R22 Regulation

Subject code: D143PC3

**TKR COLLEGE OF ENGINEERING AND TECHNOLOGY**

(Autonomous, Accredited by NAAC with 'A+' Grade)

**MBA III Semester Regular Examinations, February 2024**

**BUSINESS ANALYTICS**

Maximum Marks: 60

Date:20.02.2024 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 the term Analytics.	CO1	L1																						
b)	Define data analytics.	CO1	L1																						
c)	Define populations.	CO2	L1																						
d)	Explain the term Probability distribution.	CO2	L1																						
e)	Examine the concept of good regression model.	CO3	L1																						
f)	Summarize the concept of multiple linear regressions with suitable example.	CO3	L2																						
g)	What are the key features of data mining?	CO4	L1																						
h)	Define supervised learning.	CO4	L1																						
i)	Illustrate any one technique of data mining.	CO5	L1																						
j)	Define the decision tree.	CO5	L1																						
Part-B																									
Answer All the following questions. (5X10M=50Marks)																									
2	Explain the framework of business analytics. [5M]	CO1	L2																						
OR																									
3	A. What are the different types of data? And elaborate on measurement of variables. [5M] B. Interpret the exploration of data using Pivot tables. [5M]	CO1	L2 L2																						
4	A. What are the properties of discrete probability distribution? [5M] B. Define continuous and discrete random variable. [5M]	CO2	L1 L2																						
OR																									
5	A. Discuss relative dispersion with example. [5M] B. Explain about data modeling and distribution fitting. [5M]	CO2	L3 L2																						
6	Calculate correlation coefficient for the below problem. [10M]	CO3	L3																						
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X	1	2	3	4	5	6	7	8	9	10															
Y	25	23	20	16	12	12	10	8	5	4															
OR																									

7	A. Explain the difference between correlation and regression. [5M] B. Explain the Karl person coefficient of correlation with formula. [5M]	CO3	L3 L2
8	A. Explain about Types of Data in Cluster Analysis. [5M] B. Discuss in detail about Data mining Applications. [5M]	CO4	L2 L2
	OR		
9	Discuss in detail about classification methods. [10M]	CO4	L2
10	Explain advantages and disadvantages of simulation. [10M]	CO5	L2
	OR		
11	A. Examine the concept “what if analysis” in analytics. [5M] B. Infer the applications of Monte Carlo Simulation. [5M]	CO5	L2 L2