



QP CODE: 23701568



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Reg No : .....

Name : .....

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2023**

**Third Semester**

Faculty of Management Science

**Core - MB010301 - BIG DATA & BUSINESS ANALYTICS**

2019 Admission Onwards

2A057696

Time: 3 Hours

Maximum Marks: 60

**Part A**

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

1. Give four examples of interval data.
2. What do you know about the term "Big Data"?
3. Measures of dispersion are known as second order averages. Why?
4. What is data visualization?
5. Why is tree pruning used in decision tree?
6. How do you validate clusters?
7. Define objective function in linear programming model building.

(5×2 = 10 Marks)

**Part B**

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

8. Distinguish between Descriptive, Predictive and Prescriptive Analytics and its use in business decisions.
9. Discuss the steps in decision-making process.
10. What do you mean by Measures of dispersion? Explain the different methods used for measuring dispersion.
11. What are the assumptions of multiple linear regression model?
12. What is the ideal threshold value for VIF and how does a greater value impact the model?





13. Differentiate clustering and classification.
14. Explain reasons for organization to build analytics capability in years to come.

(5×6 = 30 Marks)

**Part C**

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

*Question number 17 is compulsory .*

15. How does SPSS help an analyst in analysing data and what are the relative advantages it has over other data analysing tools and packages
16. Explain how clustering works in determining covid cluster areas.

**Compulsory Question**

17. Explain why visualization is important . What type of charts can be suitable for the following and why?
  - a. Gender distribution of the sales executives
  - b. Sales of three products of the company quarter wise in the year 2020
  - c. Sales of two products in the years 2018, 2019, 2020.
  - d. Understand relationship between sales and advertisement spend.

(2×10 = 20 Marks)

