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Total Number of Pages: 02

Course : MBA
Sub Code:18MBA302E

2nd Semester Regular / Back Examination: 2022-23

SUB: BUSINESS ANALYTICS

Branch : GM,MBA

Max Marks: 100

Time: 3 Hours

Q Code : L331

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(02x10)

- Define measure of variability. Why do we need measures of variability in real life?
- What is Business Analytics and Optimization?
- Explain the ternary operator in Python.
- What is the measure of Spread / Dispersion?
- What are the different data structures in R? Briefly explain about them.
- What is Rmarkdown? What is the use of it?
- Name some packages in R, which can be used for data imputation?
- Which locations are offered by Excel to open a file?
- Define Psychographics. Explain with examples.
- What is the role of data visualization in managerial decision making?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(06x08)

- What are the three main components of Business Analysis?
- How would you convert a string into lowercase?
- What are the steps to build and evaluate a linear regression model in R?
- What is a Parametric Test? Explain different types of Parametric Test.
- We know Python is all the rage these days. But to be truly accepting of a great technology, you must know its pitfalls as well. Explain.
- Why do people use factor analysis? Why is factor analysis sometimes thought to be useful?
- What is SPSS? What is the difference between R, Python and SPSS?
- Define Grammar of Graphics. What are the major component of Grammar of Graphics?
- Explain data slicing method? Which function is used for slicing the rows of a DataFrame?
- What is rattle in R used for? How do you plot a decision tree in rattle?

- k) Which regression technique is used in SPSS? Which regression model is most used?
- l) What is t-tests () in R? What is the use of With () and By () function in R?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 What is factor analysis? How does factor analysis work? How many factors can be extracted? (16)
- Q4 Obtain regression equation of Y on X and estimate Y when X=55 from the following (16)
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|---|----|----|----|----|----|----|----|
| X | 40 | 50 | 38 | 60 | 65 | 50 | 35 |
| Y | 38 | 60 | 55 | 70 | 60 | 48 | 30 |
- Q5 How will you create an R6 class that lets you have a bank account you to access your balance, store deposit as well as withdraw money? (16)
- Q6 Why is Descriptive Analytics important to Businesses? What does Descriptive Analytics tell us? Explain different steps in Descriptive Analytics. (16)

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