

R17**Code No: 743AC****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2019****DATA ANALYTICS****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Explain about the importance of business analytics. [5]
- b) Describe about Measures of Variability. [5]
- c) What is simple regression? [5]
- d) What are all the association rules? [5]
- e) What is Monte Carlo Simulation? [5]

PART - B**5 × 10 Marks = 50**

2. Explain in detail about statistical methods for summarizing data. [10]

OR

3. Describe about Pivot Tables. How data is explored using pivot tables? [10]

4. Explain in detail about
 - a) Probability distribution
 - b) Data modeling
 - c) Continuous probability distribution[10]

OR

5. Explain about data modeling and distribution fitting in detail. [10]

6. How regression by the method of least squares technique is ? [10]

OR

7. Explain in detail about regression with categorical independent variables. [10]

8. Describe briefly about
 - a) Partition Data
 - b) Classification accuracy
 - c) Prediction accuracy[10]

OR

9. What is cluster analysis? What are its applications? [10]

10. Analyze in detail about Advantages and Disadvantages of simulation technique. [10]

OR

11. Explain in detail about
 - a) Risk Analysis
 - b) Decision Tree Analysis[5+5]