

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]

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