

R17
Code No: 743AC
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, December - 2018
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) What is the importance of Data Analytics? [5]
- b) Discuss about measures of Association. [5]
- c) Explain the correlation techniques. [5]
- d) What is logistic regression? [5]
- e) Explain about what-if analysis. [5]

PART - B
5 × 10 Marks = 50

2. Write about Data Visualisation Techniques. [10]
OR
3. Explore the importance of Data Analytics in business decision making. [10]
4. How to measure Association and Variability of data? [10]
OR
5. Enumerate the Sampling Techniques. [10]
6. Explain about Linear Discriminant Analysis with an example. [10]
OR
7. Realtors are often interested in seeing how the appraised value of a home varies according to the size of the home. Some data on area (in thousands of square feet) and appraised value (in thousands of Dollars) for a sample of 11 homes follow.

Area	1.1	1.5	1.6	1.6	1.4	1.3	1.1	1.7	1.9	1.5	1.3
Value	75	95	110	102	95	87	82	115	122	98	90

 Estimate the Least SQUARES TO PREDICT APPRAISED VALUE FROM SIZE. [10]
8. Explain Data Reduction Techniques in Data Mining. [10]
OR
9. Explain why cluster Analysis is called as unsupervised learning. [10]
10. Explain Monte-Carlo Simulation. [10]
OR
11. Briefly explain Risk Analysis techniques in decision making. [10]

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