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 bin 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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