

R15
Code No: E743AC
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]