

R13

Code No: 118GM

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**B. Tech IV Year II Semester Examinations, April - 2018****PREDICTIVE ANALYTICS**

(Common to CSE, IT)

Time: 3 hours

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

(25 Marks)

1. a) How to impute missing Data in R? [2]
- b) List out various steps and techniques in analytics. [3]
- c) Write the logistic regression and its components. [2]
- d) What is data visualization? Why do we use data visualization? [3]
- e) List the advantages of Decision tree. [2]
- f) Write the Importance of Knowledge, Skills & Competence (KSC) [3]
- g) Define Time series? What are the components of time series? [2]
- h) What is forecast error and give its uses. [3]
- i) Define peer review. [2]
- j) What is Documentation? List different types of document preparation tools. [3]

PART - B

(50 Marks)

2. a) What is the Need for Business Modeling? State applications of modelling in business.
 - b) Explain about variable rationalization and Model Building [5+5]
- OR**
3. a) What do you mean by predictive analytics and what are its uses in business?
 - b) Discuss about Missing Imputations. [5+5]
4. Explain about Regression, classification and Decision trees. [10]
- OR**
5. a) What is model theory and model fit statistics.
 - b) Discuss the Hosmer Lemeshow Test and Error / confusion matrix [5+5]
6. What do you mean by objective segmentation? Explain. [10]
- OR**
7. Briefly, explain the Training & development of Knowledge, skills and competence. [10]

8. Write a short note on Time series and STL approach. [10]
OR
9. Explain the extraction of features from the generated model as height, Average, Energy etc. and analyze for prediction. [10]
10.a) Give a brief note on technical report and minutes of meetings. [5+5]
b) Discuss about Accessing and updating the corporate knowledge base.
OR
11. Explain about understanding the structure of a document. [10]

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