Code No. 4561

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Business Analytics

Paper – MB-305-4

Time : 3 hours   **Max. Marks : 80**

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

1 Data Visualization
2 Mean, Median and Mode
3 Sampling techniques
4 Data Mining
5 Decision Analysis

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

6 a) What is Descriptive Statistics? Explain the importance of Descriptive Statistics.

OR

   b) Explain the steps in Data Dashboards using SPSS.

7 a) Explain the Visualization techniques in Data Visualization.

OR

   b) Explain the types of sampling.

8 a) What is trend line? Explain its Advantage and Disadvantages.

OR

   b) What is Data Mining? Explain the approaches in Data Mining.

9 a) What is linear optimization? Explain its overview and importance.

OR

   b) What is Decision Analysis? Explain its Risk and Uncertainty method.

10 a) Explain the advantages of R packages.

OR

   b) Explain the steps in data manipulation in R.

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