

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA  
18MBA302E

3<sup>rd</sup> Semester Regular Examination 2019-20

**BUSINESS ANALYTICS**

**BRANCH : MBA**

**Max Marks : 100**

**Time : 3 Hours**

**Q.CODE : HR934**

**Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.**

**The figures in the right hand margin indicate marks.**

**Part- I**

**Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)**

- a) What is R?
- b) Explain the Difference between R and Python.
- c) What are the Business Analytics Tools?
- d) What are Data types in R?
- e) How can you load a .csv file in R?
- f) What are the different components of grammar of graphics?
- g) How do you install a package in R and R Studio?
- h) What is the difference between an Array and a Matrix?
- i) What packages are used for data mining in R? Name two from them.
- j) Give examples of while and for loop in R.

**Part- II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- a) What are the Data structures in R? Explain three of them. What is Rattle?
- b) What is meant by tabulation? Discuss its objectives. What are the principles to be followed while creating a table?
- c) Write short notes on (i) Broken scale bar Diagram (ii) Percentage Bar Diagram (iii) Deviation bar Diagram.
- d) Construct a Questionnaire or Schedule with respect to any Case Study. Follow the principles of designing.
- e) What is Linear Regression? Explain with example.
- f) What is SPSS? What is the difference between R, Python and SPSS?
- g) How many types of Analytics are there? Explain each one.
- h) What is Frequency Table? Find the frequency table with given dataset. Also find the mean and median. Given Data: 3,5,5,4,3,4,2,4,5,6,4,5,4,2,4,3,6,3,7,4
- i) What is the advantage of graphics representation? What are the types of graph? Draw one Histogram.
- j) As input, take any two values (a)Quantity (b)Price respectively. Then find the total. If the total is more than 1000 print "Out of Budget", else if the total is less than 1000 print "Budget is ok". Write the program by using R.
- k) What are the methods of classification in Organization of data? Explain with Example.
- l) What is Activation Function? Write all three different activation functions with graph(diagram).

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3**    **a)** Write the essential of a Good Table. What are the parts of a table? **(8)**  
         **b)** A total no of 1890 women were interviewed for an interview in a chemical company. **(8)**  
         Out of total applicants, 450 from textiles areas and rest from non-textile areas. Amongst the married women who belong to the textile area, 310 are experienced and 60 inexperienced, while for non-textile areas the corresponding figures were 250 and 320. The total no of inexperienced women was 1250, out of which, 80 reside in textile areas. Out of total no of women, 950 were unmarried, and of these the no of experienced women in the textile and non-textile areas was 60 and 20 respectively. Tabulate the given data.
- Q4**    What is Descriptive Statistics? How many types of measures are there? Explain measures of Central Tendency (Measures of Location) with example. **(16)**
- Q5**    What are the common measures of variability? Explain with example. **(16)**
- Q6**    What do u mean by Data? What are the sources data that can be fetched? Why Data warehousing is needed? What are the methods of collecting the data? What do you mean by Organization of Data? **(16)**