FIRST SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2020
(Regular/Supplementary/Improvement)
CC18U SDC1 BA01 – BUSINESS ANALYTICS
(Information Technology - Core Course)
(2018 Admission onwards)

Time: Three Hours   Maximum: 80 Marks

PART A
Answer *all* questions. Each question carries 1 mark.

1. All formulas in MS EXCEL is start with _____ sign.

2. In excel, which chart is also known as XY chart.

3. A graphical depiction of a frequency distribution for numerical data in the form of a column chart is called a _____.

4. _____ is the sum of the observations divided by number of observations.

5. The process of grouping a set of physical or abstract objects into classes of similar objects is called _____.

6. _____ is the form of data analysis that extracts models describing data classes.

7. SAS pie chart is created using _____.

8. In R, numbers and strings can be formatted to a specific style using _____ function.

9. In a Standard Normal Distribution: The mean (μ) = _____ and Standard deviation (σ) = _____.

10. A general method for estimating the relationship between a dependent variable and one or more explanatory variables.

(10 x 1 = 10 Marks)

PART B
Answer any *eight* questions. Each question carries 2 marks.

11. What is IF function in Excel?

12. What is Microsoft Excel?

13. What is population?

14. Define Association rule.

15. Define OLAP.

16. Define Bayes' theorem.

17. Define debugging in R.

18. Define Density based clustering.

19. What is text analytics?

20. Define data visualization.

21. What is click analytic?

22. What is hypothesis testing?

(8 x 2 = 16 Marks)

PART C
Answer any *six* questions. Each question carries 4 marks.

23. Explain:

    (a) Null hypothesis   (b) Alternative hypothesis   (c) Level of significance.

24. Explain filtering and sorting of data in Excel.

25. Explain building blocks of SAS.

26. Explain reading and writing data in R.

27. Explain measures of central tendency.

28. Explain tree pruning.

29. Explain four V's of big data.

30. Define Apriori Algorithm.

31. Explain applications of SAS and R.

(6 x 4 = 24 Marks)

PART D
Answer any *two* questions. Each question carries 15 marks.

32. Explain decision tree induction with algorithm.

33. What is continuous probability distribution? Explain different continuous probability distributions.

34. Explain Data mining and its process.

35. Explain:

    (a) VLOOKUP   (b) HLOOKUP

    (c) Pivot table   (d) Excel functions and formulas

(2 x 15 = 30 Marks)

****