

**22U157S**

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Name: .....

Reg. No: .....

**FIRST SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2022**

(Supplementary/Improvement)

**CC18U SDC1 BA01 - BUSINESS ANALYTICS**

(Information Technology)

(2018 to 2020 Admissions)

Time: Three Hours

Maximum: 80 Marks

**PART A**

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

1. \_\_\_\_\_ function finds the smallest value in a range of cells.
2. If two events A and B are not mutually exclusive, then  $P(A \text{ or } B) =$  \_\_\_\_\_
3. Write the formula to convert a value x from an arbitrary normal distribution into an equivalent standard normal distribution.
4. \_\_\_\_\_ is the form of data analysis that extracts models describing data classes.
5. In R, numbers and strings can be formatted to a specific style using \_\_\_\_\_ function.
6. In SAS the procedure \_\_\_\_\_ is used to find the linear regression model between two variables.
7. \_\_\_\_\_ is the process of deriving high-quality information from text.
8. \_\_\_\_\_ is a powerful technique that displays what and where users are clicking on a webpage helping libraries to easily identify areas of high and low usage on a page without having to decipher website use data sets.
9. The data is stored, retrieved & updated in \_\_\_\_\_
10. In \_\_\_\_\_ method, all the objects are contained into rectangular cells, these cells are kept into various levels of resolutions and these levels are arranged in a hierarchical structure.

**(10 × 1 = 10 Marks)**

**PART B**

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

11. What is big data?
12. Define vectors in R
13. Define mean.
14. Differentiate rejection and non-rejection region.
15. Define multilinear regression.
16. Define binomial distribution.

17. Define OLAP.
18. Define rule-based classifier.
19. What divisive hierarchical clustering?
20. What are the advantages of R?
21. Define Web analytics.
22. Define chart creation in SAS.

**(8 × 2 = 16 Marks)**

### **PART C**

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

23. What is business analytics? Explain the scope of business analytics.
24. Explain Gini index and Gain ratio.
25. Define Managing and manipulating data in SAS.
26. Explain filtering and sorting of data
27. Explain application of big data.
28. Explain one tailed test verse two tailed test.
29. What is data visualization? Explain different data visualization tools.
30. Explain Apriori algorithm with example.
31. Compare agglomerative versus divisive hierarchical clustering.

**(6 × 4 = 24 Marks)**

### **PART D**

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

32. Explain:
  - a) Text Analytics.
  - b) Click Analytics.
  - c) Sentiment Analytics.
  - d) Google Analytics.
33. (a) Explain string manipulation in R.  
(b) Explain reading and writing data in R.
34. What is sampling? What are the different sampling methods?
35. Explain: (a) VLOOKUP (b) HLOOKUP (c) Pivot table

**(2 × 15 = 30 Marks)**

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