18U167 (Pages: 2) Name: ……..……..

Reg. No…….

FIRST SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS-UG)

CC18U SDC1 BA01 –

(Core Course)

(Information Technology)

(2018 Admission Regular)

Time : Three Hours Maximum : 80 Marks

PART A

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

1. If "A1" displayed in name box, it indicates _____
2. _____ chart shows the relationship between two variables.
3. 1-P(A) = _____
4. _____ is the set of sample data that leads to the rejection of the null hypothesis.
5. _____ is the single variable being explained by the regression.
6. The data is stored, retrieved and updated in _____
7. Functions change the case of characters of a string in R.
8. A SAS code ends with _____
9. _____ are patterns that appear frequently in a data set.
10. _____ operator is used to identify if an element belongs to a vector.

(10 x 1 = 10 Marks)

PART B

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

11. Define Apriori algorithm.
12. What is IF function in Excel?
13. Differentiate rejection and non-rejection region.
14. Define power of test.
15. Define stratified sampling.
16. Define association rule mining.
17. What is web analytics?
18. Define applications of R.
19. Define VLOOKUP function.
20. Explain method of drawing histogram.
21. Define OLAP.
22. What is web analytics?

(10 x 2 = 20 Marks)

PART C

Answer any ***five*** questions. Each question carries 6 marks.

23. What is predictive analysis? Explain linear and multilinear regression.
24. What is business analytics? Explain the scope of business analytics.
25. (a) What is probability? Explain conditional probability.

    (b) Explain one tailed versus two tailed test.
26. Explain charts created with SAS.
27. Explain different pattern evaluation methods.
28. What is data visualization? Explain different data visualization tools.
29. Explain Sentiment analytics.
30. Explain reading and writing data in R.

(5 x 6 = 30 Marks)

PART D

Answer any ***two*** questions. Each question carries 10 marks.

31. Explain:

    (a) Building blocks of SAS. (b) SAS loops.
32. Explain decision tree induction.
33. (a) How can you format a cell? What are the options?

    (b) What is IF function in Microsoft Excel?
34. Explain:

    (a) Types of errors in hypothesis testing.

    (b) Level of significance.

    (c) Confidence coefficient.

    (d) Power of test.

(2 x 10 = 20 Marks)

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