FIRST SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2019
(Regular/Supplementary/Improvement)
CC18U SDC1 BA01 – BUSINESS ANALYTICS
(General Course - Information Technology)
(2018 Admission onwards)

Time : Three Hours   Maximum : 80 Marks

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

1. The intersections of rows and columns are called

2. If two events A and B are not mutually exclusive, then P(A or B) =

3. The sum of the probabilities over all possible outcomes must be _____

4. _____ pruning removes branches from a "Fully grown" tree.

5. No of types of R objects that are present in R data type is _____

6. _____ is the process of deriving high-quality information from text.

7. _____ helps data analysts within large enterprises gauge public opinion, conduct nuanced market research, monitor brand and product reputation, and understand customer experiences.

8. The hypothesis that the analyst is attempting to prove is called _____

9. The problem of finding hidden structures in unlabeled data is called _____

10. _____ sampling involves selecting items from a population so that every subset of a given size has an equal chance of being selected.

(10 x 1 = 10 Marks)

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

11. Define Data Frames in R.

12. What is business intelligence?

13. What is histogram?

14. What is Google analytics?

15. Define normal distribution.

16. What is prepruning?

17. What is business analytics?

18. What are the advantages of R?

19. What is hypothesis testing?

20. Explain pivot tables and its uses.

21. Define density-reachability.

22. Define Naïve Bayesian classification.

(8 x 2 = 16 Marks)

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

23. What is sampling? Explain different sampling methods.

24. Compare agglomerative versus divisive hierarchical clustering.

25. Define K-mean clustering. How does K-mean algorithm work?

26. Explain four V's of big data.

27. What is Chart in MS-Excel? Why is it important to you ?

28. Explain types of data.

29. Explain click analytics.

30. What is the use of HLOOKUP and VLOOKUP? How do we use it?

31. Explain mobile analytics.

(6 x 4 = 24 Marks)

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

32. a) What is Market Basket Analysis?

    b) Explain FP growth with example. What are the advantages of FP growth over Apriori?

33. a) Explain Apriori algorithm with example.

    b) How association rules are generated from frequent itemsets?

34. Explain:

    a) String manipulation in R.

    b) Applications of R.

35. a) How can you format a cell? What are the options?

    b) What is IF function in Microsoft Excel?

(2 x 15 = 30 Marks)

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