CP–9600

Sub. Code
30141

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Fourth Semester

Business Analytics

MULTIVARIATED DATA ANALYSIS — II

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by validation?

2. Define cluster analysis.

3. What is Factor analysis?

4. Define exploratory factor analysis.

5. Write a short note on SEM.

6. What do you mean by MDS?

7. Define Correspondence Analysis.

8. What is dependent and independent variables?

9. Define MANOVA.

10. Define CFA.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the necessity of conceptual support in cluster analysis.

Or

(b) Explain the procedure to derive clusters and to access the overall fit.

12. (a) Compare and discuss MDS with other interdependence techniques.

Or

(b) Write an overview of MDS.

13. (a) Discuss about extending univariate Methods for accessing group differences.

Or

(b) Write the difference between K independent groups.

14. (a) Give any two illustrations for MANOVA analysis.

Or

(b) Give a detailed note on multidimensional scaling.

15. (a) Explain the stages in developing a modeling strategy.

Or

(b) Explain the six stages in SEM.

Part C (3 × 10 = 30)

Answer **all** questions..

16. (a) Discuss about validation and profiling of clusters.

Or

(b) Describe the various objectives and assumptions of cluster analysis.

17. (a) Describe the necessity of using multivariate data analysis.

Or

(b) Discuss about perceptual mapping in detail.

18. (a) Describe the SEM stages for testing measurement theory validation with CFA.

Or

(b) Explain the overview of theory testing with SEM.

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CP–9601	Sub. Code
	30142

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

Fourth Semester

Predictive modeling using SAS

BUSINESS ANALYTICS

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define SAS.
2. What is Enterprise Miner?
3. Write a short note on Decision tress.
4. What are diagnostic tools?
5. What do you mean by stopped training?
6. Define neural network analysis.
7. What do you mean by statistical graphics?
8. Define Score code Units.
9. Define ensemble models.
10. Write a note on surrogate models.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain the steps involved in accessing and assaying prepared data.

Or

(b) Discuss about library and diagram in detail.

12. (a) Describe the process involved in cultivating decision trees.

Or

(b) Discuss about optimizing the complexity of decision trees.

13. (a) Explain the importance of neural network analysis.

Or

(b) Discuss about input selection in detail.

14. (a) What do you mean by model fit statistics? Discuss in detail.

Or

(b) Discuss about pattern discovery in detail.

15. (a) Explain categorical input consolidation in detail.

Or

(b) Discuss about selection of variables for analysis in detail.

Part C (3 × 10 = 30)

Answer ALL questions.

16. (a) Discuss the steps involved in creating a SAS enterprise miner project.

Or

(b) What do you mean by data source? Explain in detail.

17. (a) Discuss about model assessment in detail.

Or

(b) Explain about Predictive modeling in detail.

18. (a) Explain the various types of modeling tools in SAS.

Or

(b) Discuss about optimizing the complexity of decision tress.

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Ws9

CP–9602

Sub. Code
30143

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Fourth Semester

Business Analytics

ANALYTICS WITH R

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define R for Research.
2. What is data manipulation?
3. What is conditional Inference?
4. Define ANOVA.
5. Define simple linear regression using R.
6. What do you mean by density estimation?
7. Define survival analysis.
8. What is GEE?
9. Define meta-analysis.
10. Write a note on multidimensional scaling.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write about data import and export in detail.

Or

(b) Write the uses of R in detail.

12. (a) Discuss about simple inference and conditional inference in detail.

Or

(b) Discuss about analysis of variance using R.

13. (a) Describe about logistics regression in detail.

Or

(b) Discuss about Recursive Partitioning in detail.

14. (a) Explain generalized additive models.

Or

(b) Discuss the problem of drop outs.

15. (a) Discuss about principal component analysis in detail.

Or

(b) Discuss the reasons for publication bias.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about liner mixed effects models in detail.

Or

(b) Discuss about GEE and random effects in detail.

Ws9

17. (a) Write about Meta regression in detail.

Or

(b) Discuss the need of data manipulation in detail.

18. (a) Write about conditional test procedures in detail.

Or

(b) Write about data objects in R.

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CP–9603

Sub. Code
30144

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Fourth Semester

Business Analytics

BIG DATA ANALYTICS

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define Big Data.
2. What is Hadoop cluster?
3. Define Coherency.
4. What do you mean by Shell Commands?
5. Write a short note on Data Integrity.
6. What is HIVE?
7. What is PIG?
8. What is HBase?
9. What is POC?
10. What is Mongo DB?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the significance of Big Data in the business scenario.

Or

(b) Discuss the uses of Big Data.

12. (a) Discuss the various technologies that support big data.

Or

(b) Write in detail about Hadoop.

13. (a) Discuss about HDFS concepts and architecture.

Or

(b) Explain about Anatomy of a Hadoop cluster.

14. (a) Distinguish between MapRed and MadReduce APIs.

Or

(b) Explain about the uses of Fault tolerance.

15. (a) Give a detailed note on MongoDB.

Or

(b) Explain the uses of Pig components in detail.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the future of Big data in detail.

Or

(b) Describe the challenges for processing big data.

17. (a) Discuss the problems related to hadoop with traditional large-scale Systems.

Or

(b) What are the requirements for a new approach in hadoop? Discuss.

18. (a) Discuss about data integrity in detail.

Or

(b) Explain the need of HBase Components scanner in data analytics.

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