

CP-8789

Sub. Code

31

M.B.A. DEGREE EXAMINATION, APRIL 2018

Third Semester

Business Analytics

DBMS AND DATA WAREHOUSING

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the purpose of database management system?
2. What are the properties of transaction?
3. What is data warehousing?
4. Define Data mart.
5. What are facts?
6. What are the two general categories of data stored in source operational system?
7. Define MOLAP.
8. What is market basket analysis?
9. List the four activities during data warehouse deployment.
10. What are the responsibilities of training administrator?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Elaborate on object oriented database.

Or

- (b) Describe the relational model.

12. (a) Write the properties of data in a data warehouse.

Or

- (b) Brief on critical success factors of Data warehouse.

13. (a) Discuss on dimensional modeling.

Or

- (b) Give importance of data quality in data warehousing.

14. (a) Write the role of Data warehousing on web applications.

Or

- (b) Briefly describe the cluster detection technique.

15. (a) Describe the procedure for user acceptance.

Or

- (b) How do statistics help in fine-tuning the data warehouse?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain parallel and distributed databases.

Or

(b) Write short notes on architecture of data warehouse.

17. (a) Discuss on ETL Tools.

Or

(b) Describe in detail about Data Visualization.

18. (a) List and explain Business Intelligence Applications.

Or

(b) Explain the growth and maintenance of data warehouse.

CP-8790

Sub. Code

32

M.B.A. DEGREE EXAMINATION, APRIL 2018

Third Semester

Business Analytics

MULTIVARIATE DATA ANALYSIS-I

(2016 Onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is multivariate analysis?
2. Define correlation analysis.
3. What are dummy variables?
4. What are non-metric data? Give an example.
5. Define a factor.
6. Illustrate H0 and H1 of factor analysis.
7. What do you understand by regression analysis?
8. Differentiate simple and multiple regressions.
9. What is discriminate analysis?
10. Write down the hypothesis of MANOVA.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Discuss about classification of multivariate techniques.

Or

- (b) Explain guideline for multivariate analyses and its interpretation.

12. (a) Discuss about graphical examination of data.

Or

- (b) How will you test the assumptions of multivariate analysis? Explain.

13. (a) Explain the following: [a] Eigen value [b] Factor loading

Or

- (b) Describe about factor analysis decision process.

14. (a) Elucidate decision process for multiple regression analysis.

Or

- (b) Consider the following set of points:
{(-2, -1), (1, 1), (3, 2)}

- (i) Find the least square regression line for the given data points.

- (ii) Plot the given points and the regression line

15. (a) Illustrate decision process for discriminate analysis.

Or

- (b) Explain about binary dependent variable in and dichotomous variable in logistic regression.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Suggest a structured approach to multivariate model building with example.

Or

- (b) Discuss in detail about managerial overview of factor analysis and its result.

17. (a) Find regression equation for the following:

	Y	X ₁	X ₂
Y	29.75	139.5	90.25
X ₁	0.77	1091.8	515.5
X ₂	0.72	0.68	521.75

Or

- (b) How does regression analysis help in managerial decision making? Explain.

18. (a) Give an illustrative example of logistic regression.

Or

- (b) Explain in detail about analogy of regression and MANOVA.

CP-8791

Sub. Code

33

M.B.A. DEGREE EXAMINATION, APRIL 2018

Third Semester

Business Analytics

TIME SERIES ECONOMETRICS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by MSE?
2. Briefly explain Mean Absolute Deviation.
3. Define volatility.
4. What are return data?
5. Write a note on regression,
6. What is unit root test?
7. What for cointegration test used?
8. Define variance.
9. Write a note on Value at Risk.
10. Define downside risk.

Part B $(5 \times 5 = 25)$ Answer **all** questions.

11. (a) Discuss about time series components.
- Or
- (b) Explain Holt models.
12. (a) Explain Riskmatrix model.
- Or
- (b) Explain the followings: (i) Asymmetry (ii) Fat tails.
13. (a) Discuss about autocorrelation and its applications.
- Or
- (b) What is ARMA model? Explain.
14. (a) Write a note on ganger causality test and its applications.
- Or
- (b) Elucidate about error correction model.
15. (a) Differentiate option implied volatility and GARCH.
- Or
- (b) Explain GARCH model.

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Explain how forecasting through averaging and exponential smoothing is made.
- Or
- (b) Explain ARIMA Model.

17. (a) What are the parameters for instability? Explain.

Or

(b) Explain VAR.

18. (a) Explain a model to estimate and test international stock indices with appropriate example.

Or

(b) Explain ARCH in detail.

CP-8792

Sub. Code

34

**M.B.A. (BUSINESS ANALYTICS) DEGREE
EXAMINATION, APRIL 2018**

Third Semester

DATA MINING FOR BUSINESS ANALYTICS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Data Mining.
2. Write any two applications of Business Intelligence.
3. What is process mining?
4. What is data understanding?
5. What is classification?
6. What do you mean by cluster analysis?
7. Write short note on Association Rule Mining.
8. List any two uses of Artificial Neural Network.
9. Write any two data mining tools.
10. What is called myths?

Part B**(5 × 5 = 25)**Answer **all** the questions.

11. (a) Explain the characteristics of data mining.

Or

- (b) Explain the various benefits of using data mining in business.

12. (a) What is testing? Explain its importance.

Or

- (b) What is data pre processing? Why should it be done?

13. (a) Explain the different types of-clustering methods.

Or

- (b) Explain the concept of classification in data mining.

14. (a) Explain the various elements of Artificial Neural Network.

Or

- (b) Describe the different applications of Artificial Neural Network.

15. (a) Explain the different types of software tools associated with data mining.

Or

- (b) Explain the concept of data mining myths and blunders.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Draw the data mining architecture and explain its components.

Or

- (b) What is Business Intelligence and how it is related to data mining?

17. (a) Explain the various stages of data mining process.

Or

- (b) Explain the elements in Association Rule Mining.

18. (a) Explain any two models used to estimate the true accuracy of classification.

Or

- (b) Describe the various data mining software tools.
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CP-8793

Sub. Code

36

M.B.A. DEGREE EXAMINATION, APRIL 2018

Third Semester

Business Analytics

BUSINESS LAW AND ETHICS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the scope of contract law.
2. What are the elements of contract?
3. What is a negotiable instrument?
4. Define patents.
5. Write a note on ethics.
6. What do you understand by social culture?
7. Write a brief note on ethics code.
8. Define moral.
9. What are financial statement?
10. Elucidate Insider Trading Norms.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about law of indemnity and guarantee.

Or

- (b) Explain Sales of goods Act 1930.

12. (a) Elucidate negotiable instrument Act, 1881.

Or

- (b) Discuss about consumer problems and legal remedies with respect to medical services.

13. (a) Discuss about ethics by – Albert. Z. Carr and Aristotle.

Or

- (b) Write a note on ethics and religion.

14. (a) Illustrate the role of the government of India in enforcing ethical behavior.

Or

- (b) Explain laws of enforcing ethical conduct.

15. (a) Discuss about ethics in production and operation management.

Or

- (b) Discuss about Business laws for global business.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Illustrate and explain the laws of contract.

Or

- (b) Write an essay on consumer protection act 1986.

17. (a) Critically analyze the factors influencing the business ethics.

Or

- (b) Write an essay correlating ethics and culture.

18. (a) Discuss about Justice Theory of natural law and law as a guide to moral choice.

Or

- (b) Illustrate the ethics in financial accounting and investment decision.
