C–0439

Sub. Code
30141

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Business Analytics

MULTIVARIATE DATA ANALYSIS – II

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What is Cluster Analysis?
2. How does cluster analysis work?
3. Define Scaling.
4. What is Multidimensional scaling?
5. What is MANOVA?
6. Define Independent groups.
7. What is SEM?
8. Write a short note on measurement theory.
9. Define CFA.
10. What is structural Model?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the cluster analysis decision process in detail.

Or

(b) Write a detailed note on research design in cluster analysis.

12. (a) Explain correspondence analysis in detail.

Or

(b) Write any two examples of MDS and explain.

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

Or

(b) Write the difference between two independent groups.

14. (a) Describe the six stages in structural Equation Modelling.

Or

(b) Explain the role or theory in structural Equation Modeling.

15. (a) Write the stages in testing structural Theory.

Or

(b) Write the history of SEM in detail.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss with an example how SEM used in decision making process.

Or

(b) Describe about deriving clusters and assessing overall fit.

17. (a) How to make a decision framework for perceptual mapping?

Or

(b) Explain and give a factorial design for MANOVA with two independent variables.

18. (a) Write the various assumptions in cluster analysis.

Or

(b) What is mean by goodness of Fit? Explain in detail with suitable examples.

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C–0440

Sub. Code
30142

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Business Analytics

PREDICTIVE MODELING USING SAS

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define data source.

2. What is enterprise minor?

3. What is predictive modeling?

4. Define decision tree.

5. Define neural network analysis in detail.

6. What is input selection?

7. Define stopped training.

8. Write a short note on score code units.

9. What do you mean by internally scored dataset?

10. Define market basket analysis.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about exploring a data source in detail.

Or

(b) Explain the steps involved in creating a SAS enterprise miner project.

12. (a) Explain optimizing the complexity of decision tress.

Or

(b) Discuss about cultivating decision trees in detail.

13. (a) Describe predictive modeling with neural networks.

Or

(b) Discuss the necessity of adjusting separate sampling.

14. (a) Explain about profit matrices in detail.

Or

(b) What do you mean by model implementation? Discuss.

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

Or

(b) Explain the procedure involved in comparing and explaining complex models.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the necessity of using neural network and other modeling tools for data analysis.

Or

(b) Describe the need and uses of decision tree in managerial decision making.

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

Or

(b) Discuss about library and diagram in SAS.

18. (a) Discuss the steps involved in creating a SAS Enterprise Miner project.

Or

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

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C–0441

Sub. Code
30143

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Business Analytics

ANALYTICS WITH R

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What is R?

2. Define data Manipulation.

3. What do you mean by conditional test procedures?

4. Define initial data analysis.

5. Define logistic regression.

6. What is Destiny estimation?

7. Define survival analysis.

8. What is prediction of random effects?

9. What do you mean by simultaneous inference?

10. What is GEE?

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

Answer **all** questions.

11. (a) Discuss about the various data objects in R.

Or

(b) Explain the steps involved in data analysis using Graphical displays.

12. (a) Differentiate simple inference and conditional inference.

Or

(b) Write about Analysis of Variance using R.

13. (a) What do you mean by generalised liner models? Explain.

Or

(b) Write about recursive partitioning analysis and its necessity in analysis using R.

14. (a) Write about Liner mixed effects models in detail.

Or

(b) Describe the various methods for Non- normal Distributions.

15. (a) Discuss the various reasons for publication Bias in detail.

Or

(b) Write about survival analysis in detail.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What do you mean by smoothers and generalized additive models?

Or

(b) Describe about analyzing longitudinal data in detail.

17. (a) Explain procedure involved in cluster analysis using R.

Or

(b) Discuss the problem of dropouts and its impact.

18. (a) Write the need and importance of Analysis using R in social science.

Or

(b) Write about Meta Regression in detail.

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C–0442

Sub. Code
30144

M.B.A. DEGREE EXAMINATION, APRIL 2019

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?
3. Define RDBMS.
4. What is HDFS?
5. Define data integrity.
6. What do you mean by fault tolerance?
7. Write a short note on Data flow.
8. Define pig latin.
9. What is NoSQL?
10. What is POC?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the uses of Big Data.

Or

(b) Give any two examples for Big data and explain.

12. (a) Distinguish between Hadoop and RDBMS.

Or

(b) Write in detail about Hadoop.

13. (a) Discuss the concept of Hadoop Distributed File System in detail.

Or

(b) Explain about Anatomy of a Hadoop cluster.

14. (a) Discuss the role of Secondary Name Node in Big data analytics.

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 about Partitioning and Bucketing in detail.

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