

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code: BBA 504A Data Analytics Skills for Managers

Time Allotted: 3 Hours

Full Marks :70

The Figures in the margin Indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

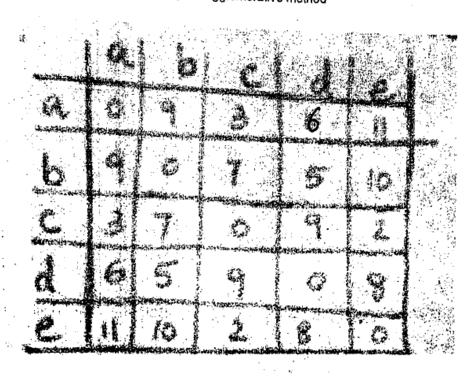
						-	•	
1,	Answ	er any ten of the followin	ng :					$[1 \times 10 = 10]$
	(Is clustering techniques supervised or unsupervised machine learning?							
	(11)	What is the full form of MCDM?						
	(HI)							
	(IV)	What is process control in SQC?						
	(V)							
	(VI) In data processing, what does the abbreviation SAP stand for?							
	(Vii) Which is not a major data analysis approach?							
(VIII) In data characterization, class under study is called (IX) The antimetic mean of six numbers is 47. If one number is excluded, their mean becomes 41. Find the exclude								
								nd the excluded
		number.						
(X) Residual plot helps in analyzing the model using the values of the residues. State true or false (XI) What is value in marketing?								
(XII) What is the arithmetic mean of the first 99 natural numbers?								
Group-B (Short Answer Type Question) Answer any three of the following							$[5 \times 3 = 15]$	
		to the state of the state of	1	71173	wor any into o	. a.o. ioog	*	
2.	Define Data Analytics. Explain briefly the various types of Data Analytics [5]							
3.		Explain different data transformation techniques used in data mining. {5						
4. Calculate SD from the following data.								[5]
	Ciasses 0 -10 10 - 20 20 - 30 30 - 40 40 - 50							
	1	5	8		15	16	6	
5.		Calculate Correlation Coefficient from the following distribution. [5]						
	X	. 2	7	9	12	15	14	•
6.	Why	can't we use Linear Re	egression in p	lace of l	ogistic Regres	sion for Binary	Classification?	[5]
•	,							
Group-C (Long Answer Type Question)								445 5 451
		Answer any three of the following [15 x 3 = 45]						
7	(a) D	iscuss the role of data a	analytics in h	ısiness	with proper cas	AS.		(0.6)
۲.	(b) D	ifferentiate between pre	edictive analy	tics and	descriptive and	lytics		.[9+6]
8.	٠,	plain Qata Smoothing as a Data Transformation technique. [5+5+5]						
(b). Explain Data Normalization.								•
(c). Suppose we have a mean and standard deviation for attribute A as \$ 54,000 and \$ 16,000. How will we normalize the value \$ 73,600 using Z-score Normalization?								
	norm	alize the value \$ 73,000	v using 2-500	e Nom	alizations			
9.	a) Explain the advantages and limitations of Data Transformation. [10+5]							
	b) What is Data Discretization? Explain different types of Discretization.							
10.	10. (a) What is a box and whisker plot? [8]							
	A sample of 10 boxes of raisins has these weights (in grams):							
		25, 28, 29, 29, 30, 34, 35						
	7	Make a box plot of the da	ata					

- (b) The mean and SD height readings of a group of employees of a firm are found to be 172 cm and 18 cm while the mean and SD of weight readings are 65kg and 9 kg. Compare the variability of height readings to
- [7]

Draw a dendrogram using single linkage technique using the following data:

11. (a) What is Wilks' lamda?

- [6]
- (b) Given the dataset (a,b,c;d,e) and the following distance matrix construct a dendrogram by complete linkage hierarchical clustering using the agglomerative method
- [9]



END OF PAPER ***

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