

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code: BBA 504A Data Analytics Skills for Managers

Full Marks :70 Time Allotted: 3 Hours

The Figures in the margin indicate full marks. Candidate are required to give their answers in their own words as far as practicable

				Group	o-A (Ver	y Sho	rt Answ	er Ty	pe Questi	on)		
				-	,	-					$[1 \times 10 = 10]$	
Ansv	wer any ten of								:002			
67	Is clusterin	g technique	es supe	rvised or	unsuper	rvised	machine	eleam	ning:			
FLy	What is the	full form of	MCDM	1?								
14]7	What is Sc	enario Man	nager in	Excel?								
'LA	What is pro	What is process control in SQC?										
. V 1	Descriptive Analytics addresses the question, "why did this happen?". State true or false											
(VP	in data pro	A D Aland 100/										
{V#	Which is n	ot a major d	data ana	alysis app	proach?							
(VIII	In data cha	aracterizatio	on, clas	s under s	study is o	alled				bocomes 4	1. Find the excluded	
įΙΧ	01.mb0r										1. Find the excluded	
X	Residual	olot helps in	n analyz	ing the m	nodel usi	ng the	values	of the	residues.	State true or fal	56	
XI	What is 'va											
(XI	What is th	e arithmetic	: mean o	of the first	t 99 natu	ral nur	nbers?					
					оир-В (5	Short A		Type he foli	Question lowing)	[5 x 3 = 15]	
											[5]	
2. D	efine Data A	nalytics. Ex	plain br	iefly the v	various ty	ypes of	f Data Ar	nalytic	s		[5]	
3. E	xplain differe	nt data trans	sformati	ion techn	iques us	ed in o	data mini	ing.			[5]	
	Iculate SD from the following data.									۱۵٬		
	Classes	0 -10		10 - 20		20 - 30 15		16	+0	6	-	
1		5		8			oution				[5]	
_	alculate Con		4 4	from the	6	Justin	9		10	17		
- 13	X Y	3	7		9		12		15	14		
L. 6. W	hy can't we	use Linear F	Regress	sion in pla	ace of Lo	gistic	Regress	ion fo	r Binary C	lassification?	[5]	
	•											
Group-C (Long Answer Type Question) Answer any three of the following										$[15 \times 3 = 45]$		
						-						
7 (6	a Discuss the	role of data	a analyl	tics in bu	siness w	ith pro	per case	es.			[9-6]	
(h	N Differentiat	Discuss the role of data analytics in business with proper cases. Differentiate between predictive analytics and descriptive analytics										
R (2) Explain Da	ata Smoothi	ing as a	Data Tra	ansforma	ition te	chnique				{5+5+5}	
(b). Explain Da	ata Normalia	zation.	and atom	dard day	noitei	for attrib	oute A	as \$ 54.	000 and \$ 16.0	000. How will we	
(c). Suppose to ormalize the	we have a value \$ 73.6	mean a 600 usir	ng Z-scor	re Norma	lizatio	n?					
							ormation	1.			(10.5)	
		- duantages	and lin	nitations	or Dala						[10+5]	
. a)	Explain the	advantages a Discretiza	s and lination? E	nitations xplain di	or Data fferent ty	pes of	Discretiz	zation			[10+5]	
b)	What is Date	a Discretiza	isker plo	xpram on ot?	ile con ty	p00 01					[8]	
b)	What is Date	a Discretiza	isker plo	xpram on ot?	ile con ty	p00 01						

25, 28, 29, 29, 30, 34, 35, 35, 37, 38

Make a box plot of the data

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

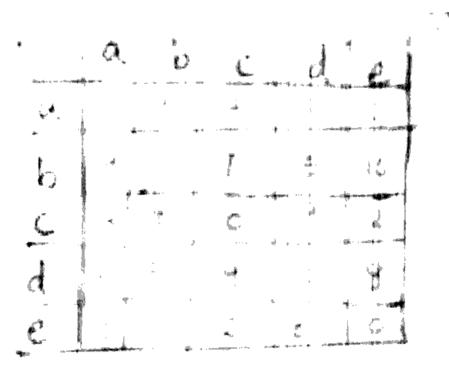
11. (a) What is Wilks' lamda?

[9]

[6]

[7]

(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



··· END OF PAPER ···

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