

Code No: 743AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, October/November-2020

DATA ANALYTICS

Time: 2 hours

Max.Marks:75

Answer any five questions
All questions carry equal marks

1. How to prepare a Pivot Table by using typical sales data and brief on data visualization tools. [15]
2. What is meant by Big-Data and Business Analytics in practice? [15]
3. Explain about data modeling approaches and brief on measures of association. [15]
4. Discuss the assumptions of normal distribution and measures of variability. [15]
5. Explain the multiple regression by least squares with an example. [15]
6. The Alibaba Traders company wishes to test whether its three salesmen Salim, Basha and Vikram tend to make sales of the same size or whether they differ in their selling ability as measured by the average size of their sales. During the last week, there have been 14 sales calls. Salim made 5 calls, Basha made 4 calls and Vikram made 5 calls. The following are the weekly sales records of the three salesmen:

Salim Rs.	Basha Rs.	Vikram Rs.
300	600	700
400	300	300
300	300	400
500	400	600
0	---	500

- Perform the analysis of variance test and draw your conclusions. [15]
7. Distinguish between unsupervised and supervised learning in Data mining. [15]
 8. Discuss the advantages and disadvantages of Simulation in decision making. [15]

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