

	<p align="center">PES University, Bengaluru (Established under Karnataka Act No. 16 of 2013)</p>	<p align="center">UE20CS937</p>
<p align="center">February 2025: END SEMESTER ASSESSMENT (ESA) M TECH DATA SCIENCE AND MACHINE LEARNING_ SEMESTER III UE20CS937-BUSINESS ANALYSIS AND COMMUNICATION</p>		
<p>Time: 2 Hrs</p>	<p align="center">Answer All Questions</p>	<p align="right">Max Marks: 40</p>

	SECTION-A (20 marks)		
1	a)	List down the steps involved in carrying out a research.	5
	b)	What are the ethical considerations in research, and why are they important?	5
	c)	Explain the importance of literature review in research and how it contributes to formulating research objectives.	5
	d)	What is a hypothesis in research? Describe the types of hypotheses used in scientific studies.	5
SECTION-B (20 marks)			
2	Answer the following based on your Capstone project: (i) Explain the structure of a technical research article. (10) (ii) What is the outcome of your literature survey and brief about your proposed capstone problem statement. (10)		20