Aditya Group of Degree Colleges

ADITYA DEGREE COLLEGES

∗ ANDHRA PRADESH ∗

PRE FINAL - EXAMINATIONS

II B.Com *IV SEMESTER*

BUSINESS ANALYTICS

Date: 26.03.2020

Max. Marks : 75 M

Time: 3 Hours

SECTION-A

I.   Answer any FIVE of the following questions: **5 x 5 = 25 M**

1.   Which key people are involved in the process of Data analytics ?

2.   What are the objectives of Factor Analysis ?

3.   Essence of Market Basket Analysis

4.   List the key features of OLTP.

5.   Benefits of using SPSS.

6.   Nature of Digital Data and its essence.

7.   Gross tabulation of Data

8.   Cluster Analysis

SECTION-B

II.   Answer the following questions: **5 x 10 = 50 M**

9.   a) Explain the Business Analytics process in Detail ?

(Or)

b) Define the different types of digital Data. Also state the difference between structured data and unstructured data

10. a) What is the Rationale for using ANOVA ? also state its assumptions.

(Or)

b) Define Multivariable Analysis ? What are its objectives and importance.

11. a) Explain detail the process of developing and testing a Hypothesis ?

(Or)

b) Define Correlation and Regression. How a graphical method used in calculating Regression.

12. a) Define Extraction. Explain the different phases of Extraction process.

(Or)

b) Define a Transaction processing system. Describe the different modes of processing in OLAP.

13. a) What are different types of files used in SPSS.

(Or)

b) Write a note on SPSS and Descriptive Data Analysis.