

S4-752

B.Com. DEGREE EXAMINATION – APRIL/MAY, 2018.

FOURTH SEMESTER

Part – II : B.Com. (CA)

Paper – IV : BUSINESS ANALYTICS

(New Regulation 2016-17)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any FIVE questions.

(5 × 5 = 25 marks)

Each question carries 5 marks.

1. Explain Data exploration.
2. Explain Business Analytics Process.
3. Explain univariate data analysis.
4. Explain Bi-variate analysis.
5. Explain Type-1, 2 error with example.
6. Explain Cluster Analysis.
7. What is Data Integration?
8. Explain OLAP.
9. What are Inputs for SPSS?
10. What are Business Analysis?

SECTION – B

Answer ALL questions.

(5 × 10 = 50 marks)

Each question carries 10 marks.

UNIT I

11. (a) What are scope and origin of Life Cycle?

Or

- (b) What are data components of cycle?

Turn Over

UNIT II

12. (a) Write about one-way ANOVA.

Or

- (b) Write about two-way ANOVA.

UNIT III

13. (a) Explain chi-square distributed test.

Or

- (b) Explain T-test procedure.

UNIT IV

14. (a) What are the warehousing up-loading?

Or

- (b) Explain creation, extraction, transformation of data marts.

UNIT V

15. (a) Write merging of two document in SPSS.

Or

- (b) What is small scale industry case managing studies?
