



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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## Mid - Term Examinations - March 2026

Date: 14-03-2026

Time: 02:00pm - 03:30pm

<b>School:</b> SOCSE	<b>Program:</b> B. Tech		
<b>Course Code:</b> CSD2501	<b>Course Name:</b> Predictive Analytics		
<b>Semester:</b> VI	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%	

CO - Levels	C01	C02	C03	C04	C05
Marks	26	24			

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

1	State why predictive modelling is needed	2 Marks	L1	C01
2	Differentiate between cross sell and up sell	2 Marks	L1	C01
3	What is meant by data collection and preprocessing?	2 Marks	L1	C01
4	List the main components of collaborative filtering.	2 Marks	L1	C02
5	Define the need for product propensity models in business applications.	2 Marks	L1	C02

## Part B

Answer the Questions.

Total Marks 40M

6.	a.	Summarize the key challenges involved in data analytics.	10 Marks	L2	CO1
Or					
7.	a.	Illustrate how consumer insight capabilities help in understanding customer behavior.	10 Marks	L2	CO1

8.	a.	Explain how analytics builds on business intelligence.	10 Marks	L2	CO1
Or					
9.	a.	Summarize the significance of results generated by an analytic model.	10 Marks	L2	CO1

10.	a.	Differentiate univariate analysis from other types of statistical analysis.	10 Marks	L2	CO2
Or					
11.	a.	Demonstrate how hypothesis testing supports decision making.	10 Marks	L2	CO2

12.	a.	Describe the concept of multivariate statistical analysis.	10 Marks	L2	CO2
Or					
13.	a.	Illustrate how exploratory data analysis helps identify patterns and anomalies.	10 Marks	L2	CO2