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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBB3022

**Course Name**: Application of Business Analytics

**Program & Sem**: BBB & III

**Date**: 5th / August / 2024

**Time**: 1:00 to 4:00 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define Data Mining (C.O.No.1) [Remember]

2. Describe the concept of clustering (C.O.No.2) [Remember]

3. Define missing data (C.O.No.2) [Remember]

4. State the concept of outer detection (C.O.No.3) [Remember]

5. Define Relational Causality (C.O.No.4) [Remember]

6. Define Clustering (C.O.No.4) [Remember]

7.Describe univariate analysis (C.O.No.5) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Summarize the significance of quality of data used in Analytics (C.O.No.2) [Understand]

9. Explain types of data Management (C.O.No.2) [Understand]

10. Describe the functions of data classification in data life cycle (C.O.No.3) [Understand]

11. Explain data classification process (C.O.No.3) [Understand]

12. Describe the practice of Big data (C.O.No 4) [Understand]

13. Explain the concept of unstructured data with example (C.O.No.5) [Understand]

14. Summarize the purpose of data classification (C.O.No.5) [Understand]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Illustrate types of cause and effect model in Business Analytics (C.O.No.4) [Apply]

16. Classify data exploration techniques in data mining (C.O.No.4) [Apply]

17. Illustrate data mining techniques (C.O.No.5) [Apply]