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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term – END Term Examination, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBB3025

**Course Name**: Machine Learning for Managers

**Program & Sem**: BBA / VI

**Date**: 5/08/2024

**Time**: 9:30 AM-12:30 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. (5Q x 2M = 10 M)**

1. What is a Machine Learning model?

(C.O.No.1) [Understand]

1. List any two advantages of Python?

(C.O.No.2) [Remember]

1. Define Data Science.

(C.O.No.2) [Remember]

1. Explain why Machine Learning is needed in modern technology.

(C.O.No.1) [Understand]

1. What is data pre-processing?

(C.O.No.3) [Apply]

1. List any two data source that can work with Python programming.

(C.O.No.2) [Remember]

1. What is a Machine Learning model?

(C.O.No.1) [Understand]

**Part B**

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

1. Discuss the need for machine learning in modern technology and society, explaining how it addresses challenges that traditional programming cannot solve effectively.

(C.O.No.1) [Understand]

1. List the major challenges faced in the Python Programming.

(C.O.No.2) [Remember]

1. Explain why Python is a popular choice for data science. Discuss its key features and advantages.

(C.O.No.2) [Remember]

1. Describe the data analysis process in detail. Outline the key steps involved

(C.O.No.2) [Remember]

1. Explain any Three libraries commonly used in Python.

(C.O.No.2) [Remember]

1. Explain the concept of machine learning models and briefly discuss the different types of models.

(C.O.No.1) [Understand]

1. Describe Principal Component Analysis (PCA) and its significance in data analysis and machine learning

(C.O.No.3) [Apply]

**Part C**

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

1. Discuss the various applications of machine learning across different industries. Provide detailed examples of how machine learning is utilized in fields such as healthcare, finance, retail, transportation, and entertainment.

(C.O.No.1) [Understand]

1. Explain the concepts of normalization, binarization, and standardization in data preprocessing for machine learning and discuss the importance of each technique with examples.

(C.O.No.2) [Remember]

1. Describe the importance of data visualization in data analysis and machine learning. Discuss basic plotting techniques including line plots, scatter plots, bar charts, pie charts, histograms, box plots, density plots, and box-and-whisker plots.

(C.O.No.3) [Apply]