

**S4-752**

**B.Com. (CA) DEGREE EXAMINATION – MARCH 2019.**

**SECOND YEAR**

**FOURTH SEMESTER**

**Part – II : B.Com. (C.A.)**

**(Regular/Supplementary)**

**Paper – IV : BUSINESS ANALYTICS**

*Time : 3 Hours*

*Max. Marks : 75*

**SECTION – A**

Answer any FIVE questions.

(5 × 5 = 25 marks)

1. What is Data exploration?
2. Explain about data visualization.
3. Explain about Cross Tabulation of data.
4. Explain univariate data analysis.
5. What is correlation?
6. Explain the market basket analysis.
7. What is data mining?
8. Explain about OLTP.
9. What are inputs for SPSS?
10. What is meta data?

**SECTION – B**

Answer ALL questions.

(5 × 10 = 50 marks)

11. (a) What are scope and origin of life cycle?

**Or**

- (b) Write about data exploration and data visualization.

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

Or

(b) Explain the importance of Multivariate data analysis.

13. (a) Write about Linear Regression Analysis.

Or

(b) Explain Chi-Square distributed test.

14. (a) Explain various kinds of Architecture.

Or

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

15. (a) Explain the importance of SPSS.

Or

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

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