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Reg. No.

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V Semester B.B.A. Degree Examination, March/April - 2023

BUSINESS ADMINISTRATION

Marketing Analytics

(CBCS Semester Scheme 2019-20 Regular and Repeaters)

Paper : DA-5.6

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written completely in English.

SECTION - A

Answer any FIVE sub-questions of the following. Each sub-question carries 2 marks. (5×2=10)

1. a) What is Analytics?
- b) What is Descriptive statistics?
- c) Expand ANOVA and RFM.
- d) What is Binary logistic Regression?
- e) What is EDA?
- f) Write any two libraries name used in 'R' software.
- g) What is Association Rules?

SECTION - B

Answer any THREE of the following. Each question carries 5 marks. (3×5=15)

2. Explain the disadvantages of data mining.
3. Explain different types of analytics.
4. What is marketing analytics? State its advantages in detail.

[P.T.O.]





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5. Write the steps and code to execute and visualize pie chart in 'R' program.

Marks in different subjects

Vector (a)	Labels
Maths	20
Hindi	50
CS	70
English	90
Science	40

SECTION - C

- Answer any **THREE** of the following. Each question carries 15 marks. (3×15=45)
6. Explain the advantages and disadvantages of k-means clustering method. (3×15=45)
 7. Explain data life cycle and steps involved in data life cycle.
 8. Explain steps involved in installation of 'R' software and draw different types of charts using Imaginary values.
 9. Write a short note on :
 - a) Moving average model
 - b) Decision tree method.
 - c) Logistic regression method.



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V Semester B.B.A. Degree Examination, April - 2022
BUSINESS MANAGEMENT
Marketing Analytics
(CBCS Scheme)

Time : 3 Hours

Instructions to Candidates:

Answer should be written under correct question number and completely in English



Marks : 70

SECTION - A

Answer any FIVE of the following. Each question carries 2 marks. (5×2=10)

1. a) Define Marketing Analytics.
- b) Write the syntax for splitting in 'R'.
- c) What is data coercion.
- d) What is Slicing?
- e) What is the logical data type in 'R'.
- f) What is pattern tracking?
- g) How do you classify data in 'R'?

SECTION - B

Answer any THREE of the following. Each question carries 5 marks. (3×5=15)

2. Discuss the need for Marketing Analytics.
3. What are the different types of data mining?
4. Write the steps involved in installation of 'R' package.
5. Explain the difference between Time Series Data and Panel data.

[P.T.O.]



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SECTION - C

Answer any **THREE** of the following. Each question carries 15 marks. (3×15=45)

6. Briefly explain the different types of basic 'R' Charts.
7. Write short notes on:
 - a) Linear Regression.
 - b) Market Basket Analysis.
8. What are the Three different kinds of Marketing Analytics?
9. Explain the steps used in Data analysis after considering below example for preference.

Year	Revenue Generates (Rs.)	Advertisement expenses (Rs.)
1	2000000	500000
2	3500000	600000
3	4800000	650000
4	5000000	680000
5	5550000	700000



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V Semester B.B.A. Degree Examination, April - 2022

BUSINESS MANAGEMENT

Marketing Analytics

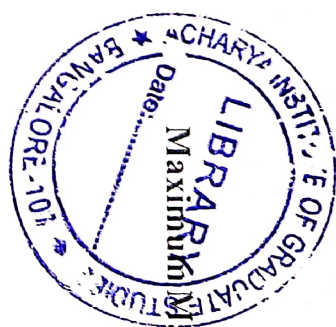
(Regular)

(CBCS Scheme 2019-20)

Time : 3 Hours

Instructions to Candidates:

Answer should be written in English.



Marks : 70

SECTION - A

I. Answer any FIVE of the following.

(5×2=10)

1. a) What is Data.
- b) What is Data warehouse?
- c) What is Business Intelligence?
- d) Expand SQL and SPSS.
- e) What is Predictive Analytics?
- f) What is unstructured Data?
- g) What is OLTP?

SECTION - B

II. Answer any THREE from the following.

(3×5=15)

2. Explain Business Analytics Life Cycle.
3. Explain the applications of analytics in Business.
4. Explain the features of TABLEAU.
5. Write the R-code in preparation of one-tailed T-test with imaginary numbers.

[P.T.O.]





- III. Answer any THREE from the following.
6. Explain the following:-
- a) Installation process of R and R-Studio.
 - b) Uses and features of R-Studio.
7. Explain the following types of Business analytics.
- a) Descriptive analytics.
 - b) Diagnostics analytics.
 - c) Predictive analytics.
 - d) Prescriptive analytics.
8. Explain methods of managing missing data.
9. SSS Ltd. assigned responsibility of sales to five representatives one month data as follow's.

Sales Representatives	Units Sold
A	1000 Units
B	500 Units
C	800 Units
D	1,200 Units
E	1,600 Units

Prepare a Bar Chart & Tree Map Chart from the Data.

Specify the steps in preparation of Bar Chart & Tree Map in TABLEAU.
