



QP CODE: 25805074



25805074

Reg No :

Name :

MBA DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Master of Business Administration

CORE - 24MB03CC17 - BIG DATA & BUSINESS ANALYTICS

2024 Admission Onwards

2AD10BF9

Time: 3 Hours

Maximum Marks: 60

Part A

Answer any five questions. Each question carries 2 marks.

1. Distinguish between qualitative and quantitative data.
2. Explain Prescriptive Analytics.
3. What is meant by kurtosis?
4. What are the uses of a Scatter Plot?
5. Define Variance Inflation Factor(VIF).
6. What is clustering?
7. List the methods for building infrastructure for analytics capability building.

(5×2 = 10 Marks)

Part B

Answer any five questions. Each question carries 6 marks.

8. Business analytics is multi-disciplinary in nature.Explain.
9. Briefly explain the different types of Decision-making environments.
10. Which average is more suitable in the following cases? Why?
 - (a)Average size ofreadymade garments.
 - (b) Average intelligence of students in a class.
 - (c) Average marksobtained by studnets in a class.
11. What are all the measures and test to be carried out to validate a multiple regression model?
12. Explain steps used for generating decision tree.
13. Explain why validation of clustering is necessary.





14. Elucidate any four examples of business problems that can be solved using prescriptive analytics techniques

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. What are the four measures of dispersion? Explain briefly each of them highlighting their uses.
16. What is Business analytics? Critically assess the role and contribution of business analytics as a solution to business challenges.

Compulsory Question

17. Explain importance of analytics in Marketing and its subdomains.

(2×10 = 20 Marks)

