QP CODE: 25804894

25804894

Reg No : .....

Name : .....

MBA DEGREE SUPPLEMENTARY EXAMINATION, NOVEMBER 2025

Third Semester

Master of Business Administration

CORE - MB010301 - BIG DATA & BUSINESS ANALYTICS

2019 Admission Onwards

4C4BC4A0

Time: 3 Hours | Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Give four examples for ratio scale.
2. How is big data analysis helpful in increasing business revenue?
3. What are the uses of range?
4. Explain the term skewness.
5. What is a good R-squared value for regression?
6. What is centroid in clustering?
7. Define constraints in linear programming model building.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. What is the difference between analytics and business analytics?
9. Explain the advantages and disadvantages of using analytical tools for decision making.
10. Write a note on uni-variate data analysis and bi-variate data analysis.
11. How can we handle the impact of multi collinearity? Write any two methods.
12. Write any four clasification problem where logistic regression can be used.
13. Explain the steps in k- means clustering.
14. What are the challenges organization faces in data driven decision making?

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. Discuss the purpose of calculating standardized regression coefficients and the method to compute them, along with an example.

16. Explain the steps to use clustering to open outlets of a food chain in a locality.

Compulsory Question

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

(2×10 = 20 Marks)