



QP CODE: 26801896



Reg No :

Name :

MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION APRIL 2026

Third Semester

MASTER OF BUSINESS ADMINISTRATION

CORE - 24MB03CC17 - BIG DATA & BUSINESS ANALYTICS

2024 ADMISSION ONLY

5CC17834

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. What is an ordinal scale?
2. How is big data analysis helpful in increasing business revenue?
3. Name the different averages.
4. Explain the term skewness.
5. Explain significance of normal probability plot and residual plot in multiple regression analysis.
6. What are the prerequisites for clustering?
7. Performance management in organizations can be made transparent with the help of analytics . Justify your answer with analytical solution.

(5×2 = 10 Marks)

Part B

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

8. Explain the meaning and evolution of Business Analytics.
9. What is SPSS package? State the advantages and limitations of using SPSS package.
10. Write a note on uni-variate data analysis and bi-variate data analysis.
11. What you mean by pre-processing the data? Explain all the four stages in detail.
12. Differentiate Sensitivity and Specificity measures in logistic regression.
13. Explain any two distance measures of 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. How does SPSS help an analyst in analysing data and what are the relative advantages it has over other data analysing tools and packages.
16. Discuss the importance and characteristics of Big Data in the retail sector.

Compulsory Question

17. Explain why visualization is important . What type of charts can be suitable for the following and why?
 - a. Gender distribution of the sales executives.
 - b. Sales of three products of the company quarterwise in the year 2020.
 - c. Sales of two products in the years 2018, 2019, 2020.
 - d. Understand relationship between sales and advertisement spend.

(2×10 = 20 Marks)

