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S4-752

B.Com. DEGREE EXAMINATION – AUGUST/SEPTEMBER, 2021.

SECOND YEAR

FOURTH SEMESTER

Part – II : B.Com.(CA)

(Regular/ Supplementary)

Paper – IV : BUSINESS ANALYTICS

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any FIVE of the following.

(5 × 5 = 25 marks)

1. Data exploration
2. Scope of Business Analytics
3. Tabulation
4. Univariate analysis
5. Cluster analysis
6. Significance of correlation
7. OLAP
8. Data warehousing
9. Data integration
10. SPSS

SECTION – B

Answer ALL questions.

(5 × 10 = 50 marks)

11. (a) What is meant by Business Analytics? Explain its importance.

Or

- (b) Explain different concepts of data.

12. (a) Describe the importance of ANOVA analysis.

Or

- (b) Explain the concept of Multivariate data analysis.

Turn Over

13. (a) What are the advantages of Chi-square test?

Or

- (b) Write notes on Linear Regression Analysis.

14. (a) Explain the uses of data warehousing.

Or

- (b) What is data mining? Explain its significance.

15. (a) What are the uses of SPSS package in business analysis?

Or

- (b) Write notes on Market Based Analysis
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