27/04/24 F.N

(Pages : 3) S – 6957

Reg. No. : .....

Name : .....

Third Semester M.A. Degree Examination, February 2024

Behavioural Economics and Data Science

BEDS 534.2 : DATA ANALYTICS FOR BUSINESS

(2020 Admission Onwards)

Time : 3 Hours Max. Marks : 75

SECTION – A

Answer **all** questions in **one** word to maximum **two** sentences. Each question carries **1** mark.

1. Big Data Processing.
2. Business Understanding.
3. Machine Learning.
4. Regression Techniques.
5. Tree Pruning.
6. Cross Validation.
7. Clustering.
8. Profit curves.
9. Sparse Matrix.
10. Representation.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **seven** questions. Each should not exceed **400** words. Each question carries **5** marks.

11. Explain the concept of Ubiquities of Data Opportunities and discuss how it influences decision-making in different industries.

12. Discuss the significance of visualizing segmentation in data analytics.

13. Explain the applications of probability estimation in financial analytics.

14. Compare and contrast classification approaches and mathematical functions in the context of fitting models to data.

15. Define nonlinear functions and illustrate their significance in modeling complex relationships in data.

16. Briefly explain the concept of nearest neighbors and its applications.

17. Discuss the concept of baseline performance in model evaluation.

18. Explore the practical applications of Lift in data science.

19. What is Named Entity Extraction and how does it contribute to text mining applications?

20. What are the limitations of N-grams in text representation? Discuss.

(7 × 5 = 35 Marks)

SECTION – C

Answer any **three** questions. Each answer should not exceed **1200** words. Each carries **10** marks.

21. Explain the key steps involved in the data mining process. How does each step contribute to the overall success of data analysis?

22. Define overfitting and discuss strategies to avoid it during the model fitting process.

23. Critically examine various techniques for visualizing model performance.

24. What is meant by evidence and probabilities? Explore its role of in decision-making.

25. Explain the concept of bag of Words in text representation. How does it work, and what are its limitations?

(3 × 10 = 30 Marks)
