



DEBB607

Reg. No.

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VI Semester B.B.A Degree Examination, July/August -2024

BUSINESS ADMINISTRATION**Marketing Analytics**

(NEP Scheme)

Paper : 6.5

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any Five of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) Define Marketing Analytics.
- b) What is Data coercion?
- c) What is Splitting of Data?
- d) Mention any two types of charts.
- e) Expand ANOVA.
- f) Write the formula for chi-square test.
- g) Expand RFM.

**SECTION - B**

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

2. Explain the benefits of Marketing Analytics.
3. Explain the difference between merging sorting, aggregating of Data.
4. Explain the different types of charts and its uses.
5. Write the steps for exploratory Data Analysis in R program.
6. Write a short Note on association Rule in Market Basket Analysis.

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SECTION - C

Answer any Two of the following questions. Each carries 12 marks. (2×12=24)

7. What are the assumptions under Regression model?
8. Explain the process for CRISP data mining.
9. Explain the difference between simple linear Regression and Logistics Regression.

SECTION - D

Answer any One of the following question. Each carries 6 marks. (1×6=6)

10. Write the steps in installing R software .
 11. List out public domain data base.
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