



DEBB607/DCBD604

Reg. No.

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VI Semester B.B.A./B.Com. Degree Examination, June/July - 2025

BUSINESS ADMINISTRATION

Marketing Analytics

(NEP Scheme F+R)

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

Read all the instructions carefully and Answer.

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 CRISP-DM in datamining?
- c) Mention any two types of Predictive modeling.
- d) What is K-Means clustering?
- e) Define Exploratory Data Analysis.
- f) What is Simple Linear Regression?
- g) Write 'R' code to execute histogram.

SECTION - B

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

(4×5=20)

2. Describe in detail the process of installing 'R' and 'R' Studio.
3. Illustrate the steps involved in Multiple Regression using R.
4. Explain the concept of Market Basket Analysis.
5. Explain with codes for Sort, Split, Aggregate the vector in R studio.
6. Describe the steps involved in Customer Segmentation using 'K-Means' in R.

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SECTION - C

Answer any TWO of the following questions. Each question carries 12 marks.

(2×12=24)

7. Describe the process of Exploratory Data Analysis using R with relevant codes.
8. Explain in detail with relevant codes to execute
 - i) Student t - test
 - ii) Independent Sample t -test.
9. Explain various prediction models in detail.

SECTION - D

Answer any ONE of the following questions. Each question carries 6 marks.

(1×6=6)

10. Explain the process of Model for Data mining.
11. List out Public domain data base.
