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V Semester B.B.A. Degree Examination, March/April - 2023

**BUSINESS ADMINISTRATION**

**Marketing Analytics**

*(CBCS Semester Scheme 2019-20 Regular and Repeaters)*

**Paper : DA-5.6**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

**Answer should be written completely in English.**

**SECTION - A**

**Answer any FIVE sub-questions of the following. Each sub-question carries 2 marks. (5×2=10)**

1. a) What is Analytics?
- b) What is Descriptive statistics?
- c) Expand ANOVA and RFM.
- d) What is Binary logistic Regression?
- e) What is EDA?
- f) Write any two libraries name used in 'R' software.
- g) What is Association Rules?



**SECTION - B**

**Answer any THREE of the following. Each question carries 5 marks. (3×5=15)**

2. Explain the disadvantages of data mining.
3. Explain different types of analytics.
4. What is marketing analytics? State its advantages in detail.

**[P.T.O.]**



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5. Write the steps and code to execute and visualize pie chart in 'R' program.

Marks in different subjects

Vector (a)	Labels
Maths	20
Hindi	50
CS	70
English	90
Science	40

### SECTION - C

Answer any THREE of the following. Each question carries 15 marks. (3×15=45)

6. Explain the advantages and disadvantages of k-means clustering method.
  7. Explain data life cycle and steps involved in data life cycle.
  8. Explain steps involved in installation of 'R' software and draw different types of charts using Imaginary values.
  9. Write a short note on :
    - a) Moving average model
    - b) Decision tree method.
    - c) Logistic regression method.
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