

Code No: 118GM

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, April - 2018

PREDICTIVE ANALYTICS

(Common to CSE, IT)

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

(25 Marks)

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| 1. a) | How to impute missing Data in R? | [2] |
| b) | List out various steps and techniques in analytics. | [3] |
| c) | Write the logistic regression and its components. | [2] |
| d) | What is data visualization? Why do we use data visualization? | [3] |
| e) | List the advantages of Decision tree. | [2] |
| f) | Write the Importance of Knowledge, Skills & Competence (KSC) | [3] |
| g) | Define Time series? What are the components of time series? | [2] |
| h) | What is forecast error and give its uses. | [3] |
| i) | Define peer review. | [2] |
| j) | What is Documentation? List different types of document preparation tools. | [3] |

PART - B

(50 Marks)

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| 2. a) | What is the Need for Business Modeling? State applications of modelling in business. | |
| b) | Explain about variable rationalization and Model Building | [5+5] |

OR

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| 3. a) | What do you mean by predictive analytics and what are its uses in business? | |
| b) | Discuss about Missing Imputations. | [5+5] |

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| 4. | Explain about Regression, classification and Decision trees. | [10] |
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OR

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| 5. a) | What is model theory and model fit statistics. | |
| b) | Discuss the Hosmer Lemeshow Test and Error / confusion matrix | [5+5] |

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| 6. | What do you mean by objective segmentation? Explain. | [10] |
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OR

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| 7. | Briefly, explain the Training & development of Knowledge, skills and competence. [10] | |
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8. Write a short note on Time series and STL approach. [10]
- OR**
9. Explain the extraction of features from the generated model as height, Average, Energy etc. and analyze for prediction. [10]
- 10.a) Give a brief note on technical report and minutes of meetings. [5+5]
- b) Discuss about Accessing and updating the corporate knowledge base.
- OR**
11. Explain about understanding the structure of a document. [10]

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