III Semester M.B.A. Degree Examination, June/July– 2024

MANAGEMENT

Predictive Analytics using R

(CBCS Scheme 2019-20)

Paper: 3.7.2

Time: 3 Hours **Maximum Marks: 70**

Instructions to Candidates:

Students need to use the data given and demonstrate using the same

Section A: Lab Session – 1

Execute the program and interpret your analysis from any one of the following.
(1 X 20 = 20)

Dataset: Q1- Titanic passenger list

Task: Demonstrate Basic high-level plots, Modifications of scatter plots, Modifications of histograms, parallel box plots, for the following data set

Dataset: Q2. Real estate Dataset

Task: Demonstrate Multiple Linear Regression Model for the given dataset and interpret the result.

Section B: Lab Session – 2

Execute the program and interpret your analysis from any one of the following.
(1 X 20 = 20)

Dataset: Q3. Airplane_Crashes_and_Fatalities_Since_1908

Task: Demonstrate Time Series Analysis for the given dataset and interpret the result

Dataset: Q4. Marketing Campaign Positive Response

Task: Demonstrate Decisions Tree Analysis for the given dataset and interpret the result

Answer Paper Format

1. Demonstration Name
2. Data Used – Structure – str() and summary ()
3. Codes for Demonstration
4. Output
5. Analysis and Interpretation

Viva Voce 10 Marks

Lab Journal 20 Marks