

**B.Com.(Business Analytics) IV Sem
Forecasting & Predictive Analytics
June 2024**

Time: 2 Hours

Max. Marks: 50

I. Answer all the questions

(5 * 2= 10 Marks]

1. What is Forecasting?
2. Bivariate Regression vs Multi-variate Regression.
3. Support Vector Machines
4. Explain Bayes Theorem Rule
5. What is Clustering?
6. Features of Data Simulation.
7. What is Logistic Regression?
8. KNN

II. Answer all the questions

(5 * 8= 40 Marks]

9.(a). What is Bivariate Regression? What are the different types of Bivariate Analysis? Explain.

(or)

(b) Calculate different types of distances and identify scenarios when each type is applicable.

10.(a). What is Naïve Bayes Classifier Algorithm? Explain advantage, disadvantages, applications of Naïve Bayes in the real world.

(or)

(b). What is Decision Tree? Explain the process of developing a Decision Tree with an example.

11.(a). What is Clustering? Explain different types of Clustering methods.

(or)

(b). Explain the role of Clustering in Data Mining.

12.(a). What is Linear Optimization? Explain the methods of Optimization.

(or)

(b). Explain as to how to forecast using Linear Regression in Excel.

13.(a). Explain Monte Carlo Analysis Model with an example.

(or)

(b). What is the use of Simulation in Business? What are the advantages and disadvantages of Simulation.