SECTION - A

I. Answer any FIVE of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) Distinguish between structured and unstructured data.

   b) What is a data?

   c) What is meant by Business Intelligence?

   d) Give the file types in tableau.

   e) How will you read a CSV file in R language?

   f) Expand SQL and SPSS.

   g) What is the role of mfrow ( ) in R?

SECTION - B

II. Answer any THREE from the following questions. Each question carries 5 marks.

(3×5=15)

2. Explain scales of measurement in SPSS.

3. What do you understand by a workspace in R programming language?

4. Explain the applications of analytics in business.

5. What are some basic ways of processing categorical and numerical data?

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SECTION - C

III. **Answer any THREE from the following questions. Each question carries 15 marks.**

(3×15= 45)

6. a) List some of your favorite functions in R programming language along with their usage.

b) Write the R-code in preparation of one-trailed T-test with imaginary numbers.

7. Explain briefly the types of business analytics.

8. How to create Bar in Bar chart in tableau? With multiple measures.

9. a) What are the advantages and disadvantages of SPSS?

b) Discuss the menu options in the data editor functions in SPSS.