Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End semester Examination, May 2023

Course: Data Preparation

Program: MBA Digital Business

Course Code: DSIT 7019

Semester : II

Time : 03 hrs.

Max. Marks: 100

Instructions: Attempt all sections

SECTION A 10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all Questions in this section		
a.	What is DBMS?		
	i. DBMS is a collection of queries		
	ii. DBMS is a high-level language	2	CO1
	iii. DBMS is a programming language		
	iv. DBMS stores, modifies and retrieves data		
b.	What is secondary data?		
	i. Data that isn't as good		
	ii. Data that is collected first-hand	2	CO1
	iii. Data expressed through interpretive analysis.		
	iv. Data that already exists		
c.	Charts that are helpful in making comparisons are:		
	i. Bar charts		
	ii. column charts	2	CO1
	iii. Pie charts		
	iv. Both Bar & Column Charts		
d.	Which of the following is not a phase in Data Analytics Lifecycle?		
	i. Data discovery		
	ii. Predictive Modelling	2	CO1
	iii. Model Designing	_	
	iv. Model building		
e.	Which one of them is a method for Outlier Detection?		
	v. Clustering		
	vi. Boxplots, histograms, and scatterplots	2	CO1
	vii. Forecasting		
	viii. Classification		
f.	The data that represents the number of tickets sold at a movie theater on any given		
	night is:	2	CO1
	i. Nominal data	4	
	ii. Ordinal data		

	iii. Interval data		
	iv. Ratio data		
g.	The statistical data are of two types. These types are:		
	i. technical data and presentation data	_	~
	ii. Primary data and secondary data	2	CO1
	iii. Primary data and personal data		
h.	iv. none of the above What's the difference between categorical data and continuous data?		004
		2	CO1
i.	Which of the following is an example of interval level data?		
	i. Temperature in Fahrenheit or Celsius	•	001
	ii. Weight	2	CO1
	iii. Ethnicity		
•	iv. Language ability (e.g., beginner, intermediate, fluent)		
j.	Which of the following are the steps followed in data discovery phase in the data		
	analytics life cycle? i. Problem or Opportunity Identification	2	CO1
	i. Problem or Opportunity Identificationii. Model Designing	4	COI
	iii. Measuring of Effectiveness		
	SECTION B		
	4Qx5M= 20 Marks		
	Attempt all four Questions in this section		
	-		
Q.2.	Explain the difference between the management problem and analysis problem	5	CO1
	with examples.		
Q.3.	What is data imputation? Explain with examples.	5	CO2
Q.4.	Explain the process of handling missing data. Why is it important?	5	CO2
Q.5.	What do you understand by measures of spread/variability? Why is it important?	5	CO1
	SECTION-C 3Qx10M=30 Marks		
	Attempt all three Questions in this section		
Q.6.	Explain the difference between Data Matrix, Graphical and Ordered data using examples.	10	CO2
Q.7.	Write a program in R programing language to find whether a number is positive or negative.	10	CO2
Q.8.	What are the different data types in R? How do you check for the date types?	10	CO2
	SECTION-D		•
	2Qx15M= 30 Marks		
	Attempt both the Questions in this section		

Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs	L	ungCap(cc) (double)	Age(years) (double)	Height(inches) (double)	Smoke (character)	Gender (character)	Caesarean (character) [™]		
Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		6.475	6	62.1	no	male	no		
11.125 14 71.0 no male no 4.800 5 56.9 no male no 6.225 11 58.7 no female no 4.950 8 63.3 no male yes Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		10.125	18	74.7	yes	female	no		
Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		9,550	16	69.7	no	female	yes	15	CO
Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		11.125	14	71.0	no	male	no		
Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		4.800	5	56.9	no	male	no		
Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		6.225	11	58.7	no	female	no		
It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		4.950	8	63.3	no	male	yes		
preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		•	-				-		
It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important		•	-				-		
regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important	It or	was catering nly concentrat	to a target med on what i	arket which was t would make, a	using its p	products. In	other words, it		
necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important	It or pr	was catering ally concentrat references of i	to a target med on what its target man	arket which was t would make, a ket.	using its p nd did not	products. In bother abou	other words, it t changes in		
on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important	It or pr It	was catering nly concentrat references of i was later join	to a target med on what its target man	arket which was t would make, anket. marketing mana	using its pand did not ager who a	products. In bother abou dvised the c	other words, it t changes in ompany		
him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important	It or pr It re	was catering nly concentrat references of i was later join egarding the cl	to a target med on what its target manded by a new hanging cons	arket which was t would make, and ket. marketing mana sumer preference	using its pand did not ager who ages, and the	broducts. In bother about dvised the changes that	other words, it t changes in ompany t were		
The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important	It on print It re ne fa	was catering anly concentrate references of it was later join egarding the cleacessary to be actor. He model	to a target med on what its target manded by a new hanging consincorporated ernized the p	arket which was t would make, and ket. marketing mana sumer preference d in the products products to a grea	using its p and did not ager who a es, and the . He emph at extent, a	broducts. In bother about dvised the changes that asized upon the changes that asized upon the changes that invested	other words, it t changes in ompany t were the income about 30 lakhs		
	It or properties or the state of the state o	was catering anly concentrate references of it was later join agarding the clacessary to be actor. He mode in new packing	to a target med on what its target manded by a new hanging consincorporated ernized the page, etc. Even a	arket which was t would make, and ket. marketing mana sumer preference d in the products roducts to a great ofter six months	using its p and did not ager who a es, and the . He emph at extent, a of these ch	dvised the c changes that asized upon nd invested anges broug	other words, it t changes in ompany t were the income about 30 lakhs ght about by	15	CC
factors concerning consumer behavior had been neglected.	It on print it re ne fa	was catering anly concentrate references of it was later join egarding the cleacessary to be actor. He mode in new packing im, the compa	to a target med on what its target manded by a new hanging considering construction and the page of th	arket which was t would make, and ket. marketing mana sumer preference d in the products roducts to a great after six months of eem to have a pro-	using its p and did not ager who a es, and the . He emph at extent, a of these ch	dvised the c changes that asized upon nd invested anges brouge increase in	other words, it t changes in ompany t were the income about 30 lakhs that about by sales.	15	co
	It on pu It re fa on hi th	was catering anly concentrate references of it was later join agarding the clacessary to be actor. He mode in new packing im, the company must although ar	to a target med on what its target manded by a new hanging constincorporated the page etc. Even a my did not senanagement a effort has be	arket which was t would make, and ket. marketing mana sumer preference d in the products roducts to a grea after six months eem to have a pro- were not very have een made in the	using its p and did not ager who a es, and the . He emph at extent, a of these ch oportionate appy with t right direc	dvised the c changes that asized upon nd invested anges brouge increase in the changes, ction, some	other words, it t changes in ompany t were the income about 30 lakhs ght about by sales. and thought	15	COS
	It on print it it fa	was catering anly concentrate references of it was later join to be expected as a concentrate references of it was later join to be excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessary to be excessed as a constant of the excessed as a cons	to a target med on what its target manded by a new hanging consincorporated ernized the page, etc. Even any did not senanagement a effort has being consume	arket which was t would make, and ket. marketing mana sumer preference d in the products roducts to a grea after six months eem to have a pro- were not very have een made in the	using its p and did not ager who a es, and the . He emph at extent, a of these ch opportionate appy with t right direc-	dvised the c changes that asized upon nd invested anges broug e increase in the changes, etion, some eted.	other words, it t changes in ompany t were the income about 30 lakhs that about by sales. and thought important	15	CO