

TD154720A

Reg. No:.....

Name:.....

**PGDM (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV - CORE COURSE (BUSINESS ANALYTICS)
CO4B20TM - MULTIVARIATE DATA ANALYSIS - 2**

Time: Three hours

Maximum Marks: 50

PART A

I. Answer any five questions. Each question carries 1 mark

1. What is K means?
2. Explain briefly a cluster centroid
3. What is a contrast?
4. What is Wilk's lambda?
5. What is profile diagram?
6. What is index of fit?
7. Explain parsimony fit indices
8. What is communality?

(5x1=5)

PART B

II. Answer any five questions. Each question carries 3 marks.

9. Explain cluster Analysis
10. How do you perform cluster validation?
11. Differentiate between correspondence analysis and MDS
12. Explain the difference between ANOVA and MANOVA
13. Describe the purpose of post hoc tests in ANOVA and MANOVA
14. Explain how will you create a perceptual map
15. How to represent a SEM model with a path diagram?
16. Explain the distinguishing characteristics of SEM

(5x3=15)

PART C

III. Answer any three questions. Each question carries 10 marks.

17. Explain the six stages of the model-building process in cluster analysis
18. Define multi dimensional scaling and describe how it is performed
19. Design a two way factorial MANOVA experiment
20. What is the difference between a latent construct and a measured variable?
21. How SEM can help establish a cause and effect relationship?

(3x10=30)