TD154700C   Reg. No:.................................

                                                Name: ....

PGDM (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV – CORE COURSE (BUSINESS ANALYTICS)
CO4B18TM – PREDICTIVE MODELLING USING SAS

Time: Three Hours   **Maximum Marks: 50**

PART A
(Short Answer Questions)

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

1.   What is GUI?
2.   What is the use of Project Panel
3.   Give the steps for launching Enterprise Miner.
4.   Give any one benefit of Enterprise Miner in making decision tree.
5.   What is the use of neural network models?
6.   Explain profit matrices.
7.   Explain pattern discovery.
8.   What is meant by ensemble modelling?

                                                              (5x1=5)

PART B
(Short Essay Questions)

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

9.   Explain different windows of Enterprise Miner.
10. Give four major steps in the creation of a sample project.
11. How will you explore a data source?
12. What is gradient boosting?
13. How will you optimise the complexities of decision trees?
14. Explain the relevance of missing data imputation in neural network modelling.
15. What is transactional structure?
16. Explain different ensemble modelling techniques.

                                                              (5x3=15)

PART C
(Essay Questions)

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

17. Explain the process of developing a new project in SAS EM.
18. Explain step by step procedure of Automatically Train and Prune a Decision Tree.
19. Explain step by step procedure of making a neural network model in SAS EM.
20. How will you make conclusions from an MBA matrix?
21. Explain the difference between Ensemble models and Surrogate models.

                                                              (3x10=30)