

TM244985K

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2022 ADMISSIONS REGULAR
SEMESTER IV - P.G Diploma In Management In Business Analytics
BA4C16TM20 - Multivariate Data Analysis – 2

Time : 3 Hours**Maximum Weight : 30****Part A****I. Answer any Eight questions. Each question carries 1 weight****(8x1=8)**

1. Explain profile diagram.
2. Explain Mahalanobis distance.
3. What is cluster seed?
4. Explain metric MDS.
5. State the advantages of correspondence analysis.
6. Define main effect.
7. Define power.
8. Define factor.
9. Define exogenous constructs.
10. Define measurement model.

Part B**II. Answer any Six questions. Each question carries 2 weight****(6x2=12)**

11. Differentiate between cluster analysis and discriminant analysis.
12. Explain most popular agglomerative algorithms.
13. Give the limitations of MDS.
14. Explain perceptions data.
15. Explain one-way analysis of variance.
16. Give the assumptions of ANOVA.
17. Explain LISREL and AMOS.
18. Explain different stages in SEM.

Part C**III. Answer any Two questions. Each question carries 5 weight****(2x5=10)**

19. Define cluster analysis and explain its applications
20. Explain the steps involved in conducting MDS.
21. Explain types of research approaches.
22. Explain the steps for conducting structural equation modeling.

