

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
POST GRADUATE DIPLOMA IN MANAGEMENT
FOURTH TRIMESTER (BATCH 2016-18)
END TERM EXAMINATIONS

Course Name	Business Analytics	Course Code	IM404
Max. Time	2 hours	Max. Marks	40

1. Answer the following based on the data set PepsiCo
 - a. Use cluster analysis for the given data set. Create two clusters. (2.5)
 - b. Explain the significance of ANOVA table in clustering. (1.5)
 - c. Name the clusters. On what basis clusters are created. (3)
 - d. Mention some data mining techniques. (3)

2. For the excel data set, determine the sales forecast for FY 2017 using Holt's Winter Model. Justify the appropriateness of Holt's Winter Method for the given data set. (10+5)

3. Based on the Regression data set, answer the following
 - a. Identify IV, DV and mediating variable and frame hypothesis accordingly. (5)
 - b. Explain the conditions required for mediating variable with respect to the construct identified as MV. (10)