Printed Page:-

Subject Code:- AMCA0323

Roll. No:

Max. Marks: 50

15

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.C.A.

SEM: III - THEORY EXAMINATION (2022 - 2023)

Subject: Advance concepts of Analytics

Time: 3 Hours

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

- 1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions
- (MCQ's) & Subjective type questions.
- 2. Maximum marks for each question are indicated on right -hand side of each question.
- 3. Illustrate your answers with neat sketches wherever necessary.
- 4. Assume suitable data if necessary.
- 5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

1. Attempt all parts:-

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The V in VLOOKUP stands for what? (CO1)

- (a) Visual
- (b) Vertical
- (c) Virtual
- (d) Variable

Data analytics usually use _____ to deal with very large datasets. (CO2)

- (a) spreadsheets
- (b) word processors
- (c) SQL
- (d) web browsers

What is the goal of the analysis phase of the data analysis process? (CO3)

- (a) To identify trends and relationships in data
- (b) To describe data structures
- (c) To make generalizations about data

1 The charts that are helpful in making comparisons (CO4)	
	1
(a) Bar Charts	
(b) Column Charts	
(c) Pie Charts	
(d) Both Bar and Column Charts	
1 Which of the following activity would a data analyst not do while spotlighting? (CO5)	1
(a) Write notes on a white board that contain the data analysis insights	
(b) Identify ideas or concepts that arise repeatedly	
(c) Search for broad, universal ideas and messages	
(d) Focus on the details of the analysis and results	
2. Attempt all parts:-	
2.a. What is conditional formatting? (CO1)	2
2.b. What is a Subquery in SQL? (CO2)	2
2.c. What is the use of JOINS in SQL? (CO3)	2
2.d. Define design thinking. (CO4)	2
2.e. Define stories. (CO5)	2
SECTION B 1	15
3. Answer any <u>three</u> of the following:-	
3 How to remove duplicate observations from a dataset in spreadsheet? (CO1)	5
3 Discuss the types of unstructured data in detail with example. (CO2)	5
3.c. Discuss the role and importance of VLOOKUP. (CO3)	5
3.d. What considerations should be made in data visualization so that the audience gets exactly what they want? (CO4)	5
3.e. How is a dashboard created? Explain in detail. (CO5)	5
SECTION C	20
4. Answer any <u>one</u> of the following:-	
	4
4 Why do we need to normalize data before training a model? (CO1)	
 Why do we need to normalize data before training a model? (CO1) What are the steps involved in data validation? (CO1) 	4

5	Explain DISTINCT clause in SQL with example. (CO2)	4				
6. Answer	any <u>one</u> of the following:-					
6	Discuss the role and importance of data modeling. (CO3)	4				
6	What is the meaning of "HAVING" clause in Mysql? (CO3)	4				
7. Answer	any <u>one</u> of the following:-					
7	List the expectations that a data analyst has from data visualization. (CO4)	4				
7	Discuss the phases used in data visualization of design thinking. (CO4)	4				
8. Answer any <u>one</u> of the following:-						
8	How do data visualization tools help in vast amount of data used in Big data? (CO5)	4				
8	How do data visualization tools used in making data driven decsions (CO5)	4				