



School of Pharmaceutical Management

MBA Pharmaceutical Management

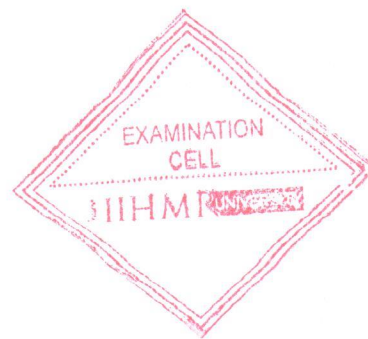
Batch-10 (2018-2020)

2 Year

Business Data Analytics

Term Examination

January 2020



Time - 3 Hour

MM-70

ALL QUESTIONS ARE COMPUSORY

1. What is difference between supervised and unsupervised machine learning.
Enlist few examples for the same. (10)
2. What is Cluster analysis and explain its importance wr.t. Marketing. Also, explain the different types of clustering methods employed by the Business Analyst. (10)
3. What is Artificial Intelligence and explain its importance in context to Healthcare. Also, depict the relationship between AI, ML and DL. (10)
4. Explain what are the various data mining techniques available for a Business Analyst and segregate them into various categories of ML. (10)
5. Differentiate between Data science, Data analytics and Big data with their application areas and tools/languages employed. (10)
6. *Write short notes on following:* (20)
 - (a) Dimension/ Data Reduction
 - (b) Bayes' Rule
 - (c) Support Vector Machine(SVM)
 - (d) Linear Discriminant Function
