

End Term Examination-2018
Trimester-VI, PGDM
Business Analytics
DM-601

Roll No. _____

Time: 2 hours

Full Marks: 50

(Attempt both questions)

You are required to excel file along with hard copy

Q1. A Company provides internet, TV channel and, cell phone services and any combination of them. Consider the data (Price Bundling) of representative customers, willing to pay per month services. Optimize a price for each product combination that maximizes the revenue. Write the detail procedure in answer sheet and result obtained from running the algorithm on Excel.

Q2. Based on the price of a product and its advertising cost, predict the sales based on neural network with one hidden layer perception (hyperbolic tangent). Consider the data set (Neural-data). Write the detail procedure in answer sheet and result obtained from running the algorithm on Excel.