

Set B

PGDM
Marketing Analytics
DM-434/IB-416

Trimester –IV, End-Term Examination: September 2019

Time allowed: 2 Hours

Max Marks: 50

Roll No: _____

Instruction: Students are required to write models, process, results and interpretations in answer booklet. They are also advised to submit soft copy to the invigilators.

Q1.

30 marks

- a) Develop a mathematical model for the following pairwise comparison matrix of attributes by eigen vector method and find the weightages of attributes. You are to write in detail the model and process in answer sheet. CILO-1
- b) What is evolutionary algorithm? Explain the procedure of use of evolutionary algorithm to generate product profiles. CILO-2

You are required to submit the excel sheet to the invigilator by the process they want.

	Attribute 1	Attribute 1	Attribute 1
Attribute 1	1	0.3	0.6
Attribute 1		1	2
Attribute 1			1

Answer any one of the following (20 marks) CILO-3

Q2. What are support, confidence and lift in association rule of mining? Explain with examples.

Find 3 way lift for the example mba20.xlsx. Write the detailed procedure and the interpretation of the solution in answer sheet.

Q3. What is logistic regression? Where and how this regression is used? Give the detail procedure of solving a logistic regression.

The file "LR_4.xls" gives the age, and income of 300 people. You are also told whether they favor Ayushman Bharat. Develop a model to predict the chance that a person favors Ayushman Bharat. For each person generate a prediction of whether the person favors Ayushman Bharat. Interpret the coefficients of the independent variables in your logistic regression.