PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

BIG DATA ANALYTICS

Time: Three Hours
Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks
(5 x 1 = 5)

1. Which ability refers to the degree to which a model corresponds to prior business knowledge and intuition?
   (i) Justifiability
   (ii) Interpretability
   (iii) Regulation
   (iv) Legislation

2. Which data is a data preprocessing activity targeted at scaling variables to a similar range?
   (i) Sampling
   (ii) Segmentation
   (iii) Standardizing
   (iv) Variable Selection

3. The term _____ refers to software platforms designed to automate repetitive tasks in critical areas such as campaign management.
   (i) Marketing automation
   (ii) Database Marketing
   (iii) Marketing over Social
   (iv) Timing and communication

4. _____ continually monitors the data stored on the cluster.
   (i) HDFS
   (ii) Map Reduce
   (iii) CTO
   (iv) GFS

5. Web users have been putting billions of ___ online on websites like Facebook, Myspace, Twitter, YouTube and Daily Motion, etc.,
   (i) Information
   (ii) Records
   (iii) Files
   (iv) Data

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks
(5 x 3 = 15)

6. a) Describe Basic Nomenclature of big data.
   OR
   b) Bring out the example of Classification of Predictive Analytics.

7. a) Classify Sampling with examples.
   OR
   b) Show Missing Values with Examples.

8. a) State Database Marketers.
   OR
   b) Explain Risk and Big Data.

9. a) Outline about Work the way people's Minds Work.

OR

b) Explain crowd sourcing Analytics.

10. a) Analyze web Analytics.

OR

b) Show Net Lift Response Modeling.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11. a) Discuss about the Analytics Process Model.

OR

b) Highlight the example of Analytics Applications.

12. a) Differentiate Histograms, Box Plots and Z-Scores for Outlier Detection.

OR

b) Compare Variable Selection methods.

13. a) Summarize Empowering Marketing with Social Intelligence.

OR

b) Highlight the Credit Risk Management and outline the Framework.

14. a) Enumerate Software as a Service (SaaS) in Cloud.

OR

b) Justify Inter- and Trans-Firewall Analytics.

15. a) Discuss about Credit Risk Modelling.

OR

b) Apply how big data analytics helpful for Fraud Detection.

Z-Z-Z   END