

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2022  
(Fifth Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

**BIG DATA ANALYTICS**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. What are the main components of Big Data?  
(i) Map Reduce (ii) HDFS  
(iii) YARN (iv) All of the Above
2. What are the different features of Big Data Analytics?  
(i) Open Source (ii) Scalability  
(iii) Data Recovery (iv) All of the above
3. Which of the following stages of the marketing research process is most expensive?  
(i) Data Analysis (ii) Data Collection  
(iii) Developing the research plan (iv) Report Writing
4. Business intelligence (BI) is a broad category of application programs which includes  
(i) Decision support (ii) Data mining  
(iii) OLAP (iv) All of the above
5. Data Analysis is a process of  
(i) Inspecting data (ii) Cleaning data  
(iii) Transforming data (iv) All of Above
6. When a bank borrower, or counter party, fails to meet its payment obligations regarding the terms agreed with the bank, it is called \_\_\_\_\_.  
(i) Market Risk (ii) Operational Risk  
(iii) Liquidity Risk (iv) Credit Risk
7. Big Data is generally characterized by three vs that stands for \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.  
(i) Volume, Viscosity, Variety (ii) Variety, Velocity, Vivid  
(iii) Viscosity, Volume, Velocity (iv) Volume, Variety, Velocity
8. Which one of the following options can be considered as the Cloud?  
(i) Hadoop (ii) Intranet  
(iii) Web Applications (iv) All of the mentioned
9. What is one of the big differences between traditional media and social media?  
(i) Participatory production  
(ii) Social media reaches only a few people at a time  
(iii) The management structure of the companies  
(iv) Traditional media offers no way for audiences to communicate with media producers
10. \_\_\_\_\_ is the application of data mining techniques to discover patterns from the Web.  
(i) Text Mining (ii) Multimedia Mining  
(iii) Web Mining (iv) Link Mining

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a) Describe Big Data Applications.  
(OR)  
b) Explain the analytics job profile.
- 12 a) Narrate the types of Data Elements in Data Collection.  
(OR)  
b) Sketch the importance of Segmentation.
- 13 a) Outline the concepts of Database Marketers.  
(OR)  
b) Explain Big Data and Algorithmic Trading.
- 14 a) Discuss the role of Hadoop Big Data.  
(OR)  
b) Narrate Mobile Business Intelligence.
- 15 a) Elucidate Fraud Detection.  
(OR)  
b) Bring out the importance of Web Analytics.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss the requirements for Analytical Model.
- 17 Justify the Standardization of Data Categorization.
- 18 Summarize the risks in Credit Management.
- 19 Infer Open Source Technology for Big Data Analytics.
- 20 Explain the Credit Risk Modeling.

Z-Z-Z

END