

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2019
(Fifth semester)

Branch - **COMMERCE (BUSINESS ANALYTICS)**

BIG DATA ANALYTICS

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Write an example for classification of predictive analytics.
- 2 Define DBA.
- 3 List out the types of Outliers.
- 4 Comment on Segmentation.
- 5 Interpret Intraday Risk Analytics.
- 6 Define percolator.
- 7 What are the two critical components of Hadoop's?
- 8 Comment on SaaS.
- 9 Mention the role of Big Data in business.
- 10 Define prediction.

/ **SECTION - B (25 Marks)**

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Write short notes on Analytics.
OR
b Discuss the example for Analytics Applications.
- 12 a Clarify the different types of Data sources.
OR
b Explain about Categorization.
- 13 a Write short notes on Fraud and Big Data.
OR
b Discuss about Credit Risk Management.
- 14 a Illustrate the Cloud Risk Management.
OR
b Examine the Inter-and Trans-Firewall Analytics.
- 15 a State and explain the Net Life Response Modeling.
OR
b Analyze the Business process Analytics.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain in detail about Analytical Model Requirement.
- 17 Summarize the Visual Data Exploration and Exploratory Statistical Analysis.
- 18 Justify about Big Data and New school of Marketing.
- 19 Determine the Open-Source Technology for Big Data Analytics.
- 20 Estimate the applications of Web Analytics.