

(6 Pages)

Reg. No. :

**Code No. : 20611 E Sub. Code : SECS 6 B/
SESE 6 B**

B.Sc. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Computer Science/Software Engineering —
Major Elective

BIG DATA ANALYTICS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is the next generation of data warehousing and business analytics.
 - (a) Big data
 - (b) Graphics
 - (c) Database
 - (d) Data Mining

2. _____ encompasses using any sort of online media channel.
 - (a) Database Marketers
 - (b) Software Vendors
 - (c) Digital Marketing
 - (d) None

3. _____ is a system for incrementally processing updates to large data sets.
 - (a) Big data
 - (b) Percolator
 - (c) Capgemini
 - (d) EMR/EHR

4. _____ is a tool that helps advertisers understand the impact of their advertising.
 - (a) EMR
 - (b) EHR
 - (c) Marketing Mixed Modeling
 - (d) None

5. _____ is a open-source platform for storage and processing.
 - (a) MMM
 - (b) Percolator
 - (c) EMR/HER
 - (d) Hadoop

6. Data Discovery is used to _____
 - (a) Update data set
 - (b) Fraud detection
 - (c) Identify the concept
 - (d) describe the new wave of business intelligence

7. Big Data Storage is often synonymously interchanged with _____
- (a) SaaS
 - (b) HDFS
 - (c) Parallel programming
 - (d) HPC
8. Analytics on mobile devices is refer to putting the _____
- (a) BI
 - (b) HDFS
 - (c) SaaS
 - (d) None
9. The ability to cope up with continuous transformation is _____
- (a) Scale and convergence
 - (b) Agility
 - (c) Innovation
 - (d) Decision sciences
10. The CI concept was developed as _____
- (a) an alternative benchmark for evaluating privacy breaches
 - (b) to measure the difference between societies
 - (c) assure the reliability for personal information
 - (d) none

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is Big Data?
Or
(b) Explain about Social and Affiliate Marketing.
12. (a) Explain about Fraud and Big Data.
Or
(b) Explain about Advertising and Big Data.
13. (a) Explain about Hadoop's parallel world.
Or
(b) Write short notes on Mobile Intelligence is going main stream.
14. (a) Explain about Big Data computational limitations.
Or
(b) Discuss Geospatial Intelligence will make your life better.
15. (a) Explain about the Rise of Data Scientist.
Or
(b) Write down the seven Global Privacy Principles.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Write detail about what is Big Data and why it is important?

Or

- (b) Write detail about Industry Examples of Big Data.

17. (a) Write about Big Data Advances in Health care.

Or

- (b) Explain about :
- (i) Reach, Resonance and Reaction
 - (ii) Beard's take on the three Big Data Vs in Advertising.

18. (a) Explain Adding Big Data Technology into the Mix.

Or

- (b) Write about Inter and Trans-Firewall Analytics.

19. (a) Explain the Big Data Computing Platform.

Or

(b) Explain the consumption of Analytics.

20. (a) Write about setting up the Right Organizational Structure for Institutionalizing Analytics.

Or

(b) Explain in detail about Data Privacy and Ethics.
