

(6 Pages)

Reg. No. :

**Code No. : 30389 E Sub. Code : SECS 6 B/
SESE 6 B**

B.Sc. (CBCS) DEGREE EXAMINATION, APRIL 2022

Sixth Semester

Computer Science / Software Engineering

Major Elective — BIGDATA ANALYSIS

(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 precise analysis of social network.

- (a) SNA (b) GPO
(c) Data analytics (d) All the above

2. The term _____ is used to describe structured data that doesn't fit into a formal structure of data models.

- (a) Unstructured (b) Big data
(c) Semi-structured (d) Access

3. _____ business analytics provides strategies to profit from disruption.

- (a) Disruptive (b) Holistic
(c) Bigdata (d) All the above

4. _____ is only as good as the marketing data that is used as inputs.

- (a) MMM (b) SNA
(c) MIS (d) SAS

5. The software industry has been some successful companies excel in the game of _____

- (a) Denial of service
(b) Tech Target
(c) Software as a services
(d) BI

6. _____ are a great leveling field where making complicated actions easy in the name of the game.

- (a) Wireless devices (b) Mobile devices
(c) CPU (d) Palmtop

Page 2 **Code No. : 30389 E**



7. _____ programming is another order of magnitude more difficult the standard programming.

- (a) Basic (b) Parallel
(c) Embedded (d) Software

8. _____ which performs a task and returns one value.

- (a) UDTF (b) UDA
(c) UDF (d) SQL

9. _____ are senior management folks with a story vision and passion for data-driven decision making.

- (a) Generals (b) Soliders
(c) Captains (d) Governance

10. _____ each business function owns its own data infrastructure and analytic team.

- (a) Centralized analytics
(b) Decentralized analytics
(c) Federate model
(d) Incremental analytics

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the three standard storm in Big data.

Or

(b) Discuss a wider variety of data in Bigdata.

12. (a) Write short notes on calculating risk in marketing.

Or

(b) Write about marketing mixed modeling.

13. (a) What are the three elements that have impacted of mobile BI ?

Or

(b) Explain the adding big data technology into the mix.

14. (a) Write short notes on massively parallel processing.

Or

(b) Write short notes on 360° modeling.



15. (a) Explain the professional traits required for decision science.

Or

- (b) What are the key factors in alienation relationships.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the digital marketing and non-line world.

Or

- (b) Discuss in detail about Beond's taken on three big data vs in advertising.

17. (a) Describe the software as a service BI.

Or

- (b) Explain :

(i) Optimization and marketing mixed modeling.

(ii) Measurement can be tricky.

Page 5 Code No. : 30389 E

18. (a) Describe the ease of mobile application deployment.

Or

- (b) Explain the predictive analytics more into lime light.

19. (a) Discuss in detail about big data computation.

Or

- (b) Explain in detail about the consumption of analytics.

20. (a) Discuss the
(i) scale and convergence
(ii) innovation.

Or

- (b) Explain the seven global privacy principles.

Page 6 Code No. : 30389 E

