



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Big Data Analytics and Mining**

**Program: BBA ABD**

**Course Code: DSBA 3004**

**Semester: VI**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions: Write in your own words. Clarify with examples wherever applicable**

**SECTION A**

**10Qx2M=20Marks**

S. No.			
Q 1	What do you mean by the term ‘Big data’?	2	CO1
Q2	Suggest two important application of big data analytics in ‘Hospitality’	2	CO3
Q3	Why do business analyst need to prepare a model for analytics	2	CO2
Q4	What do you mean by a ‘Formative construct’?	2	CO2
Q5	Big data analytics need an expertise on several software. Do you agree?	2	CO2
Q6	Explain the components of ‘YARN.	2	CO2
Q7	What is ‘path co efficient’ in predictive modeling (PLS SEM).	2	CO2
Q8	What are the best methods of ‘data cleaning’?	2	CO1
Q9	Big data analytics in India is growing tremendously” what is your opinion?	2	CO2
Q10	Suggest the best methods to predict relationships in a business concepts?	2	CO2

**SECTION B**

**4Qx5M= 20 Marks**

Q11	How is big data analytics helpful in in creating business value? Illustrate.	5	CO2
Q12	Will you optimize data or algorithm to make them run faster?	5	CO2
Q13	How is ‘Hadoop’ used in Big data analytics?	5	CO2
Q14	What is convergent validity in PLS SEM?	5	CO3

**SECTION-C**

**3Qx10M=30 Marks**

Q15	What are the steps followed to deploy a big data solution?.	10	CO3
Q16	Explain the role of business analytics in creating value to the customers.	10	CO4

Q17	<p>Explain the mechanisms of Big data driven marketing practices.</p> <p>OR</p> <p>Explain the role of Big data analytics for an advertising company with an example. .</p>	10	CO3
<b>SECTION-D</b>			
<b>2Qx15M= 30 Marks</b>			
Q 18	<p>How to perform and report an impactful analysis in PLS SEM? Explain the various stages of ‘Predictive analytics’ utilizing PLS SEM (Smart PLS).</p> <p>OR</p> <p>A. Explain ‘ core Hadoop Algorithm’</p> <p>B. What are the three stages in ‘Big data analytics’? Explain.</p>	15	CO4
Q19.	<p>A. How do you treat outliers in a data set?</p> <p>B. What are the three stages in ‘Big data analytics’? Explain.</p>	15	CO5