

FACULTY OF MANAGEMENT
BBA (CBCS) (Business Analytics) V - Semester Examination, November 2024
Subject: Big Data Analytics
Paper: DSC-501A

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Explain the role of structured, semi-structured, and unstructured data in Big Data.
2. What are the "5 V's" of Big Data, and why are they important?
3. What are the core components of Basic Big Data Analytics?
4. What are the differences between ACID and BASE?
5. What is the difference between real-time analytics and batch analytics?
6. What are the main features of the new information management paradigm?
7. What is time series analysis, and what are its uses?
8. What are the main components of natural language processing (NLP)?

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) What is Big Data ? Why we need to analyze Big Data? List out the characteristics of big data and challenges in handling Big Data.
(OR)
(b) Discuss the primary business drivers that have led to the rise of Big Data. How do these drivers impact industries and decision-making processes across different sectors?
10. (a) What are the differences between Big Data and traditional Business Intelligence (BI) systems, particularly focusing on Data Warehouses?
(OR)
(b) Analyze the impact of Big Data on traditional Business Intelligence (BI) and Data Warehousing. What challenges do organizations face when integrating Big Data with these existing systems? Discuss potential solutions to these challenges.
11. (a) What is cycle harvesting and how can it be used to optimize the utilization of local resources in a virtualized environment?
(OR)
(b) Explain the various methods of Big Data storage?
12. (a) Discuss how the emerging database landscape and new application architectures are supporting big data analytics.
(OR)
(b) What is big data analytics methodology and what are the key stages involved?
13. (a) What are text analytics and sentiment analysis and how do they help in understanding consumer behaviour?
(OR)
(b) Define natural language processing (NLP) and discuss its component?

FACULTY OF MANAGEMENT

BBA (CBCS) (Business Analytics) V – Semester Examination, November 2024

Subject: Data Warehouse and Data Mining

Paper: DSC-501B

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Write down the difference between operational database systems and data warehouses.
2. Compare **OLAP** and **OLTP**.
3. Define concept hierarchy in data warehousing.
4. What are patterns and models in the context of data warehousing and data mining?
5. Explain the OLAP Three-Tier Architecture in data warehousing.
6. Discuss major issues in data mining?
7. How the prediction is differed from classification? Explain.
8. Define web content mining and its applications?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Define data warehouse with five features. With neat sketch explain the architecture of data warehouse with block diagram.
(OR)
(b) Explain the OLAP operations and their importance in performing complex data analysis in a data warehouse environment.
10. (a) Explain different data pre-processing techniques.
(OR)
(b) What is data cleaning? What are the different techniques for handling missing values?
11. (a) Explain the Multidimensional Data Model in detail. How is it different from traditional relational data models?
(OR)
(b) What are the key differences between Star Schema and Snowflake Schema in data Warehousing?
12. (a) List and discuss the steps for integrating a data mining system with a data.
(OR)
(b) Define Data mining? Explain about data mining on what kind of data?
13. (a) Explain the process of classification using decision tree induction.
(OR)
(b) Write a short note on partitioning clustering?

FACULTY OF MANAGEMENT
BBA (CBCS) V - Semester Examination, November 2024
Subject: (A). Entrepreneurship Development
Paper : 501 (A)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Entrepreneur
2. Motivation
3. Small Scale Industry
4. SFC
5. Venture Capital
6. Rural Entrepreneurship
7. Economic Environment
8. EXIM Bank

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) What is Role of Entrepreneurship in development of India economy.
(OR)
(b) What is the need for Entrepreneurship? Explain problems & perspectives of Rural Entrepreneurship?
10. (a) Discuss the Economic, Non-Economic and psychological factors of Economic Environment.
(OR)
(b) Discuss in detail about Entrepreneurship development programs.
11. (a) Explain need for, characteristics & objectives of Small Scale Industry.
(OR)
(b) Elucidate the role of MSME's in economic development, along with its problems.
12. (a) Where are Commercial Banks and how it contributes towards building Entrepreneurship.
(OR)
(b) Explain the role of SIDBI and EXIM Bank in Entrepreneurship development.
13. (a) Discuss the features, need and relevance of Venture Capital marketing.
(OR)
(b) Explain the Structure and regulatory framework of Venture Capital funds.

Code No: G-1017

FACULTY OF MANAGEMENT
BBA (CBCS) V – Semester Examination, November 2024
Subject: (B). Business Analytics
Paper: DSE: 501(B)

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Define Business Decision Modeling.
2. Explain Big Data.
3. Write in short notes about Predictive Analytics.
4. What is Cause Effect Modeling?
5. Explain data Exploration.
6. Write about Decision Analysis?
7. What do you mean by Web Analytics?
8. Write in short notes about R Packages.

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Describe any two Models of Business Analytics.
(OR)
(b) Explain the need and importance of Big Data in India.
10. (a) What is Data Visualization and What are the techniques used in Data Visualization?
(OR)
(b) Explain how table, Cross Tabs, Dash Boards are helpful in Decision Making.
11. (a) Write about the Trend Lines and Regression Analysis.
(OR)
(b) Write in short notes about Classification and Association.
12. (a) Explain about Cutting Plane Algorithm with other methods.
(OR)
(b) Differentiate between Risk and Uncertainty and Explain about Uncertainty Methods.
13. (a) Explain the various functions provided by the Packages of R.
(OR)
(b) Write about various control statements in R with syntaxes.
