School of Business
Bachelor of Business Administration
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UF602T - Big Data Analytics

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) Illustrate the two types of metadata that a NameNode server holds. K4 (4)

2) In a class of 30 students, the scores on a recent math test are as follows: K5 (5)
85, 90, 75, 88, 92, 85, 78, 85, 90, 88, 85, 80, 85, 90, 85, 88, 85, 90, 85, 78, 85, 90, 88, 85, 90, 85, 88, 85, 90, 85.
Compute mean, median, mode, average, and standard deviation of these scores.

3) Investigate the process of MapReduce to enable parallel processing of big data in Hadoop with a neat sketch. K5 (5)

4) Explore the impact of Big data data sets on marketing analytics. Explaing how it is helpful for enhancing customer isights and improving decision making. K3 (6)

5) Is google using big data analytics concepts? Explain how it is benefit to improve their services. K4 (8)

6) Discover the challenges faced by organizations in implementing Big Data Analytics. K5 (10)

7) Investigate the various research advancement in the field of big data analytics and their implications for businesses. K6 (12)