School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Aug 2024

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBBA6004 - 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)	Mention two applications of Big Data in the industry.	K1(2)
2)	Describe the architecture of the Spark framework for data analysis.	K2(4)
3)	How does MapReduce enable parallel processing of Big Data in Hadoop?	K2(6)
4)	How can Big Data Analytics assist in predicting market trends and customer behavior?	K3(9)
5)	Examine the security measures and data privacy concerns associated with NoSQL databases.	K3(9)
6)	Create a project plan for implementing a real-time analytics platform using HBase and Spark.	K5(10)
7)	Design a case study on the successful integration of NoSQL databases in a specific industry.	K4(12)
8)	How can Big Data improve healthcare services and patient outcomes?	K5(15)
9)	Predict the future trends and advancements in data analysis with Spark and NoSQL.	K5(15)
10)	Describe the process of data visualization in Big Data Analytics.	K6(18)