**Day :** Monday

**Date** 31-01-2022     **W-22704-2021**

Time : 10:00 AM-01:00 PM

Max. Marks: 60

**N.B.**

1)  Q.No. 4 from Section I is **COMPULSORY**.
2)  Answer **ANY TWO** questions from Q.1,2,3 in Section – I.
3)  Answer **ANY TWO** questions from Q.5,6,7 in Section – II.
4)  All questions carry **EQUAL** marks.
5)  Answer to both the sections should be written in **SAME** answer book.
6)  draw a labeled diagram **WHEREVER** necessary.

### SECTION – I

**Q.1** Answer the following : **(6 marks x 2 = 12 marks )**
  a)  Illustrate the case study of how Wallmart used big data to increase their sale?
  b)  Write the steps while deciding the strategy for decision making using Big Data.

**Q.2** Answer the following : **(6 marks x 2 = 12 marks )**
  a)  Explain the role of Big Data analytics to improve the customer engagement.
  b)  Describe Michel Porter's five forces analysis.

**Q.3** Answer the following : **(6 marks x 2 = 12 marks )**
  a)  Explain Big Data technologies Pig and Hive.
  b)  Draw neat block diagram of Big Data Architecture and explain.

**Q.4** Write short notes on **ANY THREE** of the following : **(4 marks x 3 = 12 marks )**
  a)  Business intelligence
  b)  Ramification
  c)  WEKA
  d)  Data discovery
  e)  Business transformation and imperatives
  f)  Hadoop

### SECTION – II

**Q.5** Answer the following : **(6 marks x 2 = 12 marks )**
  a)  What is Big Data? Explain steps of Big Data envisioning process.
  b)  Elaborate five V's associated with Big Data.

**Q.6** Answer the following : **(6 marks x 2 = 12 marks )**
  a)  Describe the roles and responsibilities of data scientist.
  b)  Discuss how Big Data helps in facing challenges in industries?

**Q.7** Answer the following : **(6 marks x 2 = 12 marks )**
  a)  Explain Unintelligent user experience.
  b)  How does Big Data improve Decision Making Process?

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