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IV Semester M.B.A (Day and Eve.) Degree Examination, Sept./Oct.- 2022

MANAGEMENT

Big Data Analytics

(CBCS Scheme 2019-20)

Paper : 4.7.1

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any five questions, each carries 5 marks.

(5×5=25)

1. Define Big Data. What are its characteristics?
2. With an example explain the application of big data in marketing.
3. What is structured data? Differentiate between big data and traditional data.
4. Explain the concept of Map Reduce.
5. What is Hadoop? Discuss the key aspects of Hadoop.
6. Define PIG. Describe the Pig philosophy.
7. Write short notes on
 - a) Grid computing
 - b) E-commerce

SECTION - B

Answer any three questions, each carries 10 marks.

(3×10=30)

8. Explain 5 V's of Big Data. Discuss its application in health care industry.
9. Briefly explain the components of Hadoop.
10. Explain the evolution of Big Data. What are the challenges of big data?
11. What s HIVE? Explain the HIVE architecture.

[P.T.O.]



SECTION - C

Compulsory Question**12. CASE STUDY****(1×15=15)**

Social media analytics is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions.

BARCLAY'S: Launched a mobile banking application called Pinglt. In the days following the launch, Barclays made significant changes to the app as a result of real-time social media analysis. The sentiment analysis showed although the app was very well received, a small proportion of mentions were negative. It was quickly apparent that many users were unhappy that the app didn't work for under 18's. It wasn't only teenagers that were unhappy, but also parents that couldn't transfer money to them. This could easily create a PR disaster, but the data allowed Barclays to act quickly. Within the week, 16 and 17 year-olds were given access to the app, showing that Barclays were responsive to customer feed back.

Questions:

- 1) What is the role of social media analytical In Barclay's success?
- 2) How did Barclay Utilise social media analysis to overcome their problems?