K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: MMS Finance Fourth Trimester (Batch 2017-2019)

Subject: Big Data Analytics
(End Term examination)

Maximum Marks: 25

Date: 16/01/2019

Notes:
1. Question No. 1 is compulsory.
2. Answer any 3 question from Question 2 to Question 5.

Q1. What is Big Data Analytics (BDA)? Think of an Industry example using case study approach and explain how BDA can be monetized. (9 marks)

Any 2 of the Below (4 marks each)

Q2.1 What are the 4 Vs of Big Data?

Q2.2 What is HPC and why is it important for BDA

Q2.3 What is the use of BDA in the social media industry?

Q2.4 Give your thoughts about safeguarding privacy while working on BDA.

Any 2 of the Below (4 marks each)?

Q3.1 Provide a few differences between Human thinking and AI thinking with the help of Results Pyramid.

Q3.2 Give 2 intelligent tasks performed using analytics and explain in brief

Q3.3 Using case study approach explain the use of BDA for the supply chain industry

Q3.4 Provide your views about which new industry segments will be able to use BDA effectively in the future. Give brief reasoning.

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