SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: Jan – Mar 24	
Maximum Marks: 50 Examination: ETE Exam Date: 02-04-2024 Duration:2:30-5:30 pm	

Programme code: 01 **Programme: MBA DS Minor**	**Class:** SY	**Trimester:** VI
College: K. J. Somaiya Institute of Management	**Name of the department/Section/Center: DST**	
Course Code: 217P01M603	**Name of the Course: Big Data Technologies**	

Instructions:

1. Question No. 1 is Compulsory

2. Solve any three questions from Q2 to Q5.

Question No.		Max. Marks
Q1 a) b) c)	A retail company has gathered extensive customer purchasing data over the years. How could they create a viable business model to monetize this data without compromising customer privacy? A city is looking to implement a smart city initiative, collecting data from various sources like traffic cameras, sensors, and citizen feedback. How can they develop a big data business model that improves urban services, enhances sustainability, and attracts private sector collaboration? A company is considering utilizing big data for targeted advertising. How should they address ethical concerns related to privacy and data usage, and what steps can be taken to ensure transparency and user consent?	7 7 6
Q2	Explain different types of big data analytics with suitable examples.	10
Q3	Write a note on NoSQL databases.	10
Q4	Write a note on the core components of Hadoop.	10
Q5	Explain the difference between MapReduce, Pig and Hive Technology with suitable application examples	10