UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End semester Examination, Dec 2022

Course: **Data Environment**   Semester   : **I**
Program: **MBA (BA)**   Time   : **03 hrs.**
Course Code: **DSBA7002**   Max. Marks: **100**

Instructions: **Attempt all sections**

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all Questions in this section		

a.	What is DBMS?
	   i. DBMS is a collection of queries
	   ii. DBMS is a high-level language
	   iii. DBMS is a programming language
	   iv. DBMS stores, modifies and retrieves data
		2	CO1

b.	What is secondary data?
	   i. Data that isn't as good
	   ii. Data that is collected first-hand
	   iii. Data expressed through interpretive analysis.
	   iv. Data that already exists
		2	CO1

c.	Charts that are helpful in making comparisons are:
	   i. Bar charts
	   ii. column charts
	   iii. Pie charts
	   iv. Both Bar & Column Charts
		2	CO1

d.	Which of the following is not true?
	   i. SAN is more costly as compared to NAS.
	   ii. NAS gives high performance in environment which requires high speed traffic.
	   iii. SAN does not depend on LAN and uses high speed network.
	   iv. SAN and NAS are methods of managing data storage.
		2	CO1

e.	Which of the following refers to the right to determine when, and to what extent, information about oneself can be communicated to others?
	   i. Cyber Crime
	   ii. Informational Privacy
	   iii. Business Ethics
	   iv. Organizational Privacy
		2	CO1

f.	The data that represents the number of tickets sold at a movie theater on any given night is: i. Nominal data	2	CO1

	ii. Ordinal data iii. Interval data iv. Ratio data		

g.	The statistical data are of two types. These types are :
	    i. technical data and presentation data
	    ii. Primary data and secondary data
	    iii. Primary data and personal data
	    iv. none of the above
		2	**CO1**

h.	_____include software piracy, trademarks violations, theft of computer source code etc.
	    i. Forgery
	    ii. Intellectual Property crimes
	    iii. Financial Crimes
	    iv. Sale of illegal articles
		2	**CO1**

i.	What of the following statements is true?
	    i. In the case of a "closed-ended" question, the respondent has to format the judgment to fit the response categories.
	    ii. Closed-ended questions are structured questions.
	    iii. The closed-ended questionnaires are generally cheaper and more reliable.
	    iv. All of the above
		2	**CO1**

j.	Which of the following statements are true?
	    i. XACML and EPAL are formal languages used for enforcing enterprise privacy policies.
	    ii. Corporate ethics examine issues involved in computer security.
	    iii. Cybercrimes against individuals involve computer vandalism, transmission of harmful programs and, unauthorized trespassing through cyber space.
	    iv. Information privacy refers to the rights and duties between a company and its employees, suppliers, customers and neighbors.
		2	**CO1**

**SECTION B  ** **4Qx5M= 20 Marks**
	Attempt all four Questions in this section		
Q.2.	What is cybercrime? What are the major categories of cybercrime?	**5**	**CO1**
Q.3.	What is the difference between a leading and the loaded question? Explain with examples	**5**	**CO2**
Q.4.	Explain the difference between primary and secondary key?	**5**	**CO2**
Q.5.	What do you understand by comparative and non-comparative scales? Explain with examples.	**5**	**CO1**
**SECTION-C  ** **3Qx10M=30 Marks**
	Attempt all three Questions in this section		
Q.6.	What is a questionnaire? Explain the Construction phase in the process of questionnaire design.	**10**	**CO2**

Q.7.	What do you understand by privacy? Explain information privacy in detail.	10	CO2
Q.8.	Give a detailed comparison of different types of data measurement scales with examples.	10	CO2

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SECTION-D
2Qx15M= 30 Marks
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	Attempt both the Questions in this section		
Q.9.	Design an E-R diagram for keeping track of the information for all teams in a league. You should store the matches played, the scores in each match, the players in each match and individual player statistics for each match. Summary statistics should be modeled as derived attribute. Note that a player can stay in only one team during a season. Document all your assumptions.	15	CO3
Q.10.	Beauty Incorp. was a company carrying on business in cosmetics and perfumes. It was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by a new marketing manager who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the products. He emphasized upon the income factor. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The company management were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behavior had been neglected. As a business Analyst, comment on the situation and devise a plan to help the business grow.	15	CO3