UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Analytics and Big Data   **Semester:** II
Program: MBA DB   **Time** : 03 hrs.
Course Code: DSBA 7012   **Max. Marks: 100**

Instructions: Write in your own words. Clarify with examples wherever applicable

SECTION A
10Qx2M=20Marks

S. No.			COs
Q 1	Define Big data management.		**CO1**
Q2	What do data analyst do?		**CO3**
Q3	What is the difference between 'data mining' and 'data profiling'.		**CO2**
Q4	What do you mean by a 'construct'?		**CO2**
Q5	What are measurement scales?		**CO2**
Q6	What is descriptive analytics?		**CO1**
Q7	What are 'outliers' in a data set?		**CO1**
Q8	What are the best methods of 'data cleaning'?		**CO2**
Q9	Why do business analyst need to prepare a model for analytics?		**CO3**
Q10	Suggest the best methods to predict relationships in a business concepts?		**CO2**

SECTION B
4Qx5M= 20 Marks

Q11	How can big data add value to business?		**CO2**
Q12	Explain the 'Myths' of business analytics.		**CO2**
Q13	Explain the common problems that are encountered during data analysis.		**CO2**
Q14	How the measurement models are assessed in PLS SEM?		**CO3**

SECTION-C
3Qx10M=30 Marks

Q15	What are the three stages of Big data management? Explain.		**CO3**
Q16	What are the major categories of Analytics? Explain with examples.		**CO4**
Q17	What do you mean by **'Simulation'**? What are its advantages and disadvantages?		**CO3**

SECTION-D

2Qx15M= 30 Marks			
Q 18	Explain the following from the PLS SEM based predictive analytics: A. **Bootstraing B Blindfolding C. Predictive relevance D. T-values and p-values**.		**CO4**
Q19.	Answer the following "Excel" based questions- **A**. Can you provide a dynamic range in 'data source' for a ' Pivot Table' **B.** How do you make a drop down list in "MS Excel"? C. What is 'COUNT, COUNT BLANK and COUNT F in Excel?		**CO5**