LIBRARY MBA

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Reg. No. | | | | | | | | |

IV Semester M.B.A (Day and Evening) Degree Examination, December - 2023

MANAGEMENT

Big Data Analytics

(CBCS Scheme 2019 Onwards)

Paper : 4.7.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks. **(5×5=25)**

1. Explain the importance of Big Data Analytics.
2. Discuss the importance of Hadoop.
3. Explain the concept of PIG.
4. What is Hive Query Language(HQL)? Explain.
5. What is Grid Computing? Explain.
6. What is Electronic Data Interchange(EDI)? Explain its importance.
7. Discuss the relevance of Service Design.

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks. **(3×10=30)**

8. Differentiate between Hadoop and RDBMS.
9. Explain the special features and limitations of HDFS.
10. Explain the four V's of Big data with examples.
11. Explain the advantages and disadvantages of Mobile Analytics.

[P.T.O.

SECTION - C

12. Compulsory Case Study: **(1×15=15)**

Zomato was founded in 2010 and is currently one of the most well-known food tech companies. Zomato offers services like restaurant discovery, home delivery, online table reservation, online payments for dining, etc. Zomato partners with restaurants to provide tools to acquire more customers while also providing delivery services and easy procurement of ingredients and kitchen supplies, Currently, Zomato has over 2 Lakh restaurant partners and around 1Lakh delivery partners. Zomato has closed over ten crore delivery orders as of date. Zomato uses ML and AI to boost their business growth, with the massive amount of data collected over the years from food orders and user consumption patterns.

With the above stated case provide appropriate solutions for:

a) What are the benefits of using big data analytics for Zomato?

b) How does Zomato provide personalized experience for its customers using big data analytics?

c) How do Zomato make use of social media posts and customer reviews for its business growth?