139988 62257

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

IV Semester M.B.A. (Day-Eevening) Degree Examination December - 2024

MANAGEMENT

BIG DATA ANALAYTICS

(CBCS Scheme 2019)

Paper : 4.7.1

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

SECTION-A

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

1. Explain the Four V's of Big Data.
2. 'Big Data Analytics support modern marketing activities' .Discuss.
3. Brief Mapper, Reducer, and Combiner in Map Reduce Techniques.
4. Explain the conceptual layers in Hadoop.
5. Brief the Anatomy of Apache Pig in Hadoop.
6. Explain various file formats used in Apache Hive.
7. "Social Media Analytics is gaining more importance in today's business world". Discuss.

SECTION-B

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

8. "Big Data can be implemented in an organization by overcoming various challenges" Discuss.
9. Explain the phases of the Map Reduce technique in Big Data.
10. Discuss the features of the Hadoop Distributed File System.
11. E-Governance becomes easy with Big Data Analytics. Discuss.

[P.T.O.

SECTION-C

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

Day-by-day, the growth of the E-Commerce market in India is expanding as it attracts lots of retailers to have an online store to boost their business worldwide. We all know that India is the second-most populous country in the world, and it is the home of 1.4 billion people.

In India, Cash on delivery is the preferred payment mode in India. Most people prefer to pay cash on delivery due to the low credit card diffusion and low trust in online transactions.

In India, Internet penetration is quite low as compared to several western countries like the USA, UK, France, and more. Still, the country is a small fraction of what other countries are getting. Moreover, the quality of connectivity is low in various regions. However, these both problems are slowly disappearing. In the next few years, the connectivity problems will disappear from the list of challenges to E-Commerce in India.

It is true that E-Commerce in India has lots of first-time buyers. It means, they are still not sure about what to expect from E-Commerce websites; thus, purchasers fall prey to hard sell. Finally, when the product is delivered, they started feeling regret and return the goods.

Therefore, customers' regret is the biggest problem majorly in India. For E-Commerce retailers, returns are extremely expensive as it shows some unique challenges and it becomes more difficult in cross-border E-Commerce.

Once if you place an online order, you will get a call from the company, asking about your exact location. The given address is not enough because there is always a little standardization while writing post addresses. It is also one of the biggest challenges faced by E-Commerce in India.

a) As a manager of E-Commerce company, how will you use Big Data to address the above issues.

b) Can mobile analytics be used to address the above issue? Discuss in detail.
