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IV Semester M.B.A. (Day & Evening) Degree Examination,

November/December - 2025

MANAGEMENT

Big Data Analytics

(CBCS Scheme 2019 Onwards)

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. Differentiate between Structured and Unstructured Data.
2. Explain Mapper and Reducer with respect to Map Reduce.
3. Briefly explain the application of Big Data in Health sector and Retail industry?
4. What are the characteristics of big data?
5. What are the challenges of Big Data Analytics?
6. Write a note on the Big Data Platform HADOOP.
7. What is Hive? List salient features of Hive.

SECTION-B

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

8. Discuss Big Data in terms of four Vs and its application.
9. Write down the steps in Map Reduce and types of process in Map Reduce.
10. What are the challenges in implementing Big data in service design and Support sector?
11. What roles do open-source tools play on the Big Data Ecosystem? Name four popular tools and their specific use cases.

[P.T.O.

SECTION-C

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

Netflix is an American subscription video on-demand over-the-top streaming service. The service primarily distributes original and acquired films and television shows from various genres, and it is available internationally in multiple languages. Netflix, a leading streaming service, using Big data analytics leverages customer data to enhance its support services and provide personalized experiences for users. By analyzing viewing habits and interaction patterns, Netflix not only improves content recommendations but also streamlines customer **support processes.**

Questions.

a) What is the role of Big data analytics in Netflix success?

b) What are the key strategies adopted by Netflix and enumerate on the outcomes?