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

IV Semester M.B.A. (Day) Degree Examination, October - 2021

MANAGEMENT

Big Data Analytics

(CBCS 2019-20 Scheme)

Paper - 4.7.1

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

SECTION - A

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

1. Brief the Characteristics of Big Data.
2. Brief the applications of Big Data Analytics in Health Care Industry.
3. Explain formats in Map Reduce Techniques.
4. Brief the components of Hadoop.
5. Explain the Architecture of Apache Hive in Hadoop.
6. Explain Data types used in Apache Pig.
7. Mobile Analytics cannot be neglected in today's world. Discuss.

SECTION - B

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

8. With suitable example, explain the applications of Big Data Analytics.
9. Explain the stages of Map Reduce in Big Data.
10. Explain the features of Hadoop Distributed File System.
11. Success of an E-Commerce business depends on effective applications of Big Data Analytics. Discuss.

SECTION - C

12. **Compulsory Question** **(1×15=15)**

E-Governance has become a popular focus of government efforts in many countries around the world. More and more governments around the world have implemented and introduced E-Government systems as a means of reducing costs, improving services, saving time and

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increasing effectiveness and efficiency in the public sector. E-Government and Internet has made an essential change in the whole society structure, values, culture and the ways of conducting business by utilizing the potential of ICT as a tool in the daily work.

The purpose of e-government is not only the conversion of traditional information into bits and bytes and making it reachable via the internet websites or giving government officials computers or automating old practices to an electronic platform, but it also calls for rethinking ways the government functions are carried out today in order to improve processes and integration. Governments have different strategies to build e-government. Some have created comprehensive long-term plans. Others have opted to identify just a few key areas as the focus of early projects.

a. How Big Data support E-Governance? Discuss in detail.
b. How governments can identify the reach of benefits to the original beneficiaries by using Big Data Analytics? Consider any two government service and narrate your views.