

B.Com.(Business Analytics) I Sem

Data Driven Decision Making

August 2021

Time: 1 ½ hours

Marks: 50 Marks

Part-A

I. Answer any five questions

5 x 2 = 10 Marks

1. Challenges of Data Driven Organization.
2. Data Practitioner.
3. Skills of Analytical People.
4. Business Analyst vs Data Scientist.
5. Data Driven Decision Making Process
6. ACID
7. SQL vs NOSQL
8. Mongo DB

Part-B

II. Answer the following questions

5 x 8 =40 Marks

9. (a). What is Data Driven Decision Making? What is need, scope and advantage of Data Driven Decision Making?
(or)
(b). What is Data Disruption? Explain the challenges becoming a Data Driven Organization.
10. (a). Distinguish and define the Roles and Responsibilities of Professional in Data Analysis.
(or)
(b). What is Data Driven Decision Making Process? Explain the Cultural Barriers and Solutions to Cultural and Cross Functional Barriers.
11. (a). Discuss about Machine Learning and Purpose of Machine Learning.
(or)
(b). What is Big Data? Explain key functions of Data Technologies and Utility of Hadoop.
12. (a). What is Data Life Cycle? Explain the stages in the Data Life Cycle.
(or)
(b). What are the types of Data in the organization?
13. (a). What is Customer Journey Map? How requirement gathering fits with the development of a Customer Journey Map?
(or)
(b). Discuss about 3Vs of data and the ways to data is consumed in big data.