B.Com.(Business Analytics) I Sem
Data Driven Decision Making
December 2021

Time: 1 ½ hours   **Marks: 50 Marks**

Part-A

I. Answer any five questions   **5 x 2 = 10 Marks**

1. What is Organizational disruption?
2. Define Data Driven.
3. What is Data Lake?
4. Business Analytics
5. Joins in SQL.
6. 3 Vs of Big Data
7. ACID Properties
8. Tools of Statistical Analysis.

Part-B

II. Answer the following questions   **5 x 8 =40 Marks**

9. (a). Describe the challenges of becoming Data Driven.
                              (or)
   (b). What are the data practices in an organization and how to make it data driven?

10. (a). Explain how to make data driven decisions?
                              (or)
    (b). What are the roles and responsibilities of Data Analyst in an organization?

11. (a). Define Normalization. Write about various Normal Forms.
                              (or)
    (b). What is Bigdata? Explain its key functions in big data technologies.

12. (a). Explain the various stages of Data Life Cycle Management.
                              (or)
    (b). What are the various ways data enters an organization?

13. (a). What is Requirement Analysis? Explain techniques for requirement gathering.
                              (or)
    (b). Explain about Customer Journey Mapping.