LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – **COMMERCE**

THIRD SEMESTER – **NOVEMBER 2023**

PCO3MC01 – BUSINESS ANALYTICS

Date: 30-10-2023   Dept. No.   Max. : 100 Marks
Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)

	Answer ALL the questions	**(5 x 1 = 5)**
1	**Answer the following**	
a)	Who is a Data analyst?	
b)	Expand YARN.	
c)	What is the importance of Data quality?	
d)	Define "Big data".	
e)	What is the nature of Relational Database?	

SECTION A – K2 (CO1)

	Answer ALL the questions	**(5 x 1 = 5)**
2	**Fill in the blanks**	
a)	_____ is the study of data through statistical and operations analysis.	
b)	The collected data's are stored in _____.	
c)	Data scientist develops and implements _____learning models.	
d)	Business intelligence reporting tools makes _____ collection fast and fruitful.	
e)	_____ is a general purpose document database.	

SECTION B – K3 (CO2)

	Answer any THREE of the following in 100 words each.	**(3 x 10 = 30)**
3	What is the role of a Business analyst in an organization?	
4	Discuss the steps involved in the Data Management Process.	
5	Demonstrate the purpose of SQL language.	
6	How does MongoDB integrate with Graph data?	
7	Explain the evolution of Artificial Intelligence.	

SECTION C – K4 (CO3)

	Answer any TWO of the following in 200 words each.	**(2 x 12.5 = 25)**
8	Analyse the roles and responsibilities of a Data analyst.	
9	Summarize the historical overview of Data analysis.	
10	How does Hadoop work? Evaluate the benefits of Hadoop.	
11	Explain the Reinforcement learning in detail.	

SECTION D – K5 (CO4)

Answer any ONE of the following in 500 words **(1 x 15 = 15)**

12	Explain the difference of a Data scientist and a Data engineer.
13	Formulate in detail the Data science project life cycle.

SECTION E – K6 (CO5)

Answer any ONE of the following in 1000 words **(1 x 20 = 20)**

14	Discuss the 5V's of Big data analysis for Business.
15	What is Business Intelligence? How does the Business Intelligence process work?

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