# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.C.A.** DEGREE EXAMINATION – **COMPUTER APPLICATIONS**

FIRST SEMESTER – **NOVEMBER 2019**

**UCA 1502 – INTRODUCTION TO DATA ANALYTICS AND AI**

Date: 30-10-2019 Dept. No. Max. : 100 Marks

Time: 09:00-12:00

**Part A**

**Answer ALL the Questions** **(10 * 2 = 20)**

1. Define the Infrastructure for Big Data & Analytics.
2. What is the additional requirement for Analytics in real time solutions?
3. What is Feedzai?
4. What is block chain?
5. State the purpose of AiCure.
6. How Watson for Drug discovery is helpful?
7. What is Churn prediction?
8. Give any two uses of Hyper personalization.
9. State the benefits of AI driven chatbots.
10. Give the skill set needed for the development of AI.

**Part B**

**Answer ALL the Questions** **(5 * 8 = 40)**

11. What are the market forces that drive Analytics Adoption?

(or)

Write short notes about the skills for analytics experts.

12. What are the Business issues of an AI powered financial institutions.

(or)

Write short notes on Fraud prevention using AI in insurance companies.

13. Discuss about the key benefits of adopting AI and Analytics in Healthcare.

(or)

Give the analytics application avenues in Genomics.

14. Describe AI-ML-DL relationship.

(or)

Write short notes on Recommendation engines.

15. Discuss about the types of data associated with a threat that Analytics can take into account.

(or)

Brief on Block chain transaction analysis.

## Part C

**Answer Any TWO Questions** **(2 * 20 = 40)**

16. (a) Discuss about the key requirements enterprises should consider during the initial phases of transformation towards data.
    (b) What are the various ways automation can enhance the business outcome of financial institutions.

17. (a) What ate the Benefits and Challenges in working with RWE.
    (b) Discuss about ways in which supply chain systems can be transformed by analytics and AI.

18. (a) Explain with examples how IoT and real time analytics can truly impact lives and businesses.
    (b) Elaborate on the key measures organizations can include while adopting a digital model.

**@@@@@**