LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – **NOVEMBER 2022**

UCA 1502 – INTRODUCTION TO DATA ANALYTICS AND AI

Date: 03-12-2022   Dept. No.   Max. : 100 Marks
Time: 01:00 PM - 04:00 PM

	SECTION A		
Answer ALL the Questions:			
1.	**Define the following**		**(5 x 1 = 5)**
a)	Data Monetization	K1	CO1
b)	FinTech	K1	CO1
c)	Electronic health records(EHR)	K1	CO1
d)	Multichannel Marketing	K1	CO1
e)	Cryptocurrency	K1	CO1
2.	**Multiple Choice Questions**		**(5 x 1 = 5)**
a)	What is the Real-time Analytics? A. Allows businesses to get insights and act on data immediately or soon after the data enters their system B. Used for real-time interactive users C. Used for program development D. Used for monitoring events	K1	CO1
b)	The Process of describing the data that is huge and complex to store and process is known as ___. A. Analytics mining B. Data cleaning C. Big data D. None of the mentioned above	K1	CO1
c)	CareGuide is a Analytics tool for _____. A. Treatment B. Diagnosis C. Follow-Up Care D. Mining Medical Records	K1	CO1
d)	Which system is used behind to recommend new songs in YouTube channel? A. Recommendation System B. Semantic Analysis C. Natural Language Processing D. Pattern Recogniton	K1	CO1

e)	Which language is used in the development of AI and Data analytics tools?
	
	   A. R
	   B. C++
	   C. Lisp
	   D. C
			K1	CO1

3.	**Fill in the blanks**	**(5 x 1 = 5)**		
a)	Tableau is a ___ tool.		K2	CO1
b)	_____ is the ability of a computer program to understand human language as it is spoken and written.		K2	CO1
c)	_____ is the study of the structure, function, evolution, mapping and editing of genomes.		K2	CO1
d)	_____ analysis allows the business to mine insights related to the customer opinion.		K2	CO1
e)	_____ is a software or computer program that simulates human conversation or "chatter" through text or voice interactions.		K2	CO1
4.	**State True or False:**	**(5 x 1 = 5)**		
a)	Business model refers to a company's plan for making a profit.		K2	CO1
b)	A robo-advisor is software for omnichannel marketing.		K2	CO1
c)	Predictive analytics involves taking historical data.		K2	CO1
d)	Text Analytics is also referred to as Text Mining.		K2	CO1
e)	Employee related security breaches can be stopped by adopting an employee activity monitoring program.		K2	CO1

<div align="center">SECTION B</div>

Answer any TWO of the following in 100 words		**(2 x 10 = 20)**	
5.	Write short notes on Re-engineering Infrastructure with Analytics.	K3	CO2
6.	Illustrate how the Banking Industry was redefined using AI and Data Analytics.	K3	CO2
7.	Explain the major areas in which analytics are used in Healthcare sectors.	K3	CO2
8.	Write short notes on IoT Analytics.	K3	CO2

<div align="center">SECTION C</div>

Answer any TWO of the following in 100 words		**(2 x 10 = 20)**	
9.	Explain Robust Data Monetization Strategy.	K4	CO3
10.	Analyze how AI has Transformed the Insurance Industry.	K4	CO3
11.	Criticize Omnichannel Experiences based on analytics.	K4	CO3
12.	Draw a Digital based business model and explain the same.	K4	CO3

<div align="center">SECTION D</div>

Answer any ONE of the following in 250 words		**(1x 20 = 20)**	
13.	Summarize AI and Data analytics technology used in YouTube channel.	K5	CO4
14.	Defend that AI is a Boon to the online shopping Industry.	K5	CO4

SECTION E

	Answer any ONE of the following in 250 words		(1x 20 = 20)
15.	Write about AI and Data analytics technology in the Healthcare Sector and explain its benefits.	K6	CO5
16.	Justify how AI and Data analytics is reshaping the Automotive Industry.	K6	CO5

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