



# LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

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

**FIRST SEMESTER – NOVEMBER 2024**



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

Date: 13-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

## SECTION A - K1 (CO1)

**Answer ALL the Questions -**

**(10 x 1 = 10)**

**1.** Answer the following

- a) Data Monetization
- b) Risk Mitigation
- c) Electronic health records( EHR)
- d) Multichannel Marketing
- e) Blockchain

**2. MCQ**

- 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
- 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
- c) CareGuide is a Analytics tool for \_\_\_\_\_.
  - A. Treatment
  - B. Diagnosis
  - C. Follow-Up Care
  - D. Mining Medical Records s
- 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
- e) Which language is used in the development of AI and Data analytics tools?
  - A. R
  - B. C++
  - C. Lisp
  - D. C

## SECTION A - K2 (CO1)

**Answer ALL the Questions**

**(10 x 1 = 10)**

**3. Fill in the blanks**

- a) Tableau is a \_\_\_\_ tool.
- b) \_\_\_\_\_ is the ability of a computer program to understand human language as it is spoken and written.
- c) \_\_\_\_\_ is the study of the structure, function, evolution, mapping and editing of genomes.

d)	_____ analysis allows the business to mine insights related to the customer opinion .
e)	_____ is a software that simulates human conversation or "chatter" through text or voice interactions.
<b>4.</b>	<b>True or False</b>
a)	Business model refers to a company's plan for making a profit.
b)	A robo-advisor is software for Omni channel marketing.
c)	Predictive analytics involves taking historical data.
d)	Text Analytics is also referred to as Text Mining.
e)	Employee related security breaches can be stopped by adopting an employee activity monitoring program.
<b>SECTION B - K3 (CO2)</b>	
<b>Answer any TWO of the following (2 x 10 = 20)</b>	
5.	Apply analytics on Re-engineering Infrastructure.
6.	Identify how the Banking Industry was redefined using AI and Data Analytics.
7.	Select the major areas in which analytics are used in Healthcare sectors.
8.	Make use of analytics on IoT.
<b>SECTION C – K4 (CO3)</b>	
<b>Answer any TWO of the following (2 x 10 = 20)</b>	
9.	Examine Robust Data Monetization Strategy.
10.	Analyze how AI has Transformed the Insurance Industry.
11.	Conclude that Multichannel Experiences performs excellent based on analytics.
12.	Test for Digital based business model.
<b>SECTION D – K5 (CO4)</b>	
<b>Answer any ONE of the following (1 x 20 = 20)</b>	
13.	Explain AI and Data analytics technology used in YouTube channel.
14.	Defend that AI is a Boon to the online shopping Industry.
<b>SECTION E – K6 (CO5)</b>	
<b>Answer any ONE of the following (1 x 20 = 20)</b>	
15.	Adapt AI and Data analytics technology in the Healthcare Sector and explain its benefits.
16.	Discuss how AI and Data analytics is reshaping the Automotive Industry.

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