

**Code No: 824AM****R15****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, June/July - 2018****BIG DATA ANALYTICS****Time: 3hrs****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) What are the challenges with big data? [5]
- b) What is the difference between reporting and analysis? [5]
- c) Make a comparison of RDBMS and HBase. [5]
- d) What are the challenges faced by distributed computing? [5]
- e) Compare web analytics with social media analytics. [5]

PART - B**5 × 10 Marks = 50**

2. What is big data analytics? Discuss various applications of big data analytics. [10]
- OR**
3. What traits need to be honed by a technical professional to play the role of a data scientist? Discuss the responsibilities of a data scientist. [10]
4. What is meant by predictive analytics? With suitable examples explain the need of it for the market/ industry. [10]
- OR**
5. Describe the features of IBM SPSS tool for data analytics. [10]
6. With relevant examples discuss the techniques to optimize map reduce jobs. [10]
- OR**
7. What are the various components in Hadoop eco system? Briefly explain each component use. [10]
8. What are the main features of NoSQL? Can it eliminate RDBMS? Explain the role of NoSQL in big data handling. [10]
- OR**
9. What is a cluster? What is its importance? Discuss the features of Hadoop cluster for HDFS. [10]
10. What is sentiment analysis? Demonstrate it on Twitter data. Assume suitable tweets to explain your answer. [10]
- OR**
11. Explain the steps in text mining process and give the famous applications of text mining. [10]

