Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program	School of commerce & management	Department MBA
Course Code - MMCBA614	Course Title Big Data, Text Analytics & Web Analytics	Semester – Even
Day and Date Tuesday, 20th may 2019	End Semester Examination	Time: Max Marks: 100 2:30 to 5:30 pm

Instructions:

1) All Questions are Compulsory.

2) Draw diagrams wherever necessary.

			Marks	COs	Bloom's Level
Q.1					
	a)	Differentiate Big Data with Data Warehouse?	10	CO1	4
	b)	Explain various types of data processing in Business.	10	CO1	2
		OR			
	b)	What are different characteristics of Big Data?	10	CO1	1
Q.2					
	a)	Explain term 'Analytics'. Explain various types of Analytics.	10	CO2	2
	b)	Explain process of text preparation in Text Mining.	10	CO2	2
		OR			
	b)	Identify different areas where Text Mining is applicable?	10	CO2	3
Q.3					
	a)	Write a note on methods used in Text Mining	10	CO3	2
		OR			
	a)	Explain steps of Text Mining.	10	CO3	2
Q.4					

	a)	Explain following two terms
		    i) Business Intelligence
		    ii) Spam Filtering
			10	CO4	2

	b)	Write note on various clustering algorithms.	10	CO4	5
	c)	Give any two cases for real time applications of text mining in websites.	10	CO4	3
		OR			

c)	Apprise the benefits a business can have with text mining.	10	CO4	5
Q.5	Case Study			
a)	How Text Mining can be applied in SEO.	10	CO4	3
b)	Explain how Text Mining can be helpful in Interpreting Twitter Data from tweets related election in India (Explain the process)	10	CO4	5

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