Department of Computer Science

Data Engineering and Management

Time: Three Hours   Maximum: 75 Marks

Part – A (20 x 1=20) Answer all questions

1. _____ describes the recent data representation of an event   (CO1, K2)
   (a) Timeliness   (b) Relevance
   (c) Validity   (d) Accuracy

2. _____ increases the probability of skewed analytics results   (CO1, K1)
   (a) In accurate data   (b) Ambiguous data
   (c) Duplicate data   (d) Too much data

3. Data decay leads to the problem of _____   (CO1, K2)
   (a) Duplicate data   (b) In accurate data
   (c) Ambiguous data   (d) Too much data

4. Effective data management of data requires _____
                                                        (CO1, K2)
   (a) Understanding of data   (b) Problem relates data
   (c) (a) and (b)   (d) None of the above

5. Attribute trawling is also refers _____   (CO1, K1)
   (a) Bottom up   (b) Top down
   (c) Integrated   (d) None of the above

6. _____ is the best approach to develop corporate data model   (CO1, K1)
   (a) Top down   (b) Bottom up
   (c) Integrated   (d) None of the above

7. _____ help to obtain unambiguous understanding of data   (CO1, K2)
   (a) Design   (b) Naming
   (c) Attribute   (d) Entity

8. Quality is defined as _____   (CO1, K1)
   (a) Less cost   (b) Fitness of use
   (c) Effective use   (d) Consistent use

9. Distributed data provide greater _____   (CO1, K2)
   (a) Reliability   (b) Availability
   (c) (a) and (b)   (d) None of the above

10. _____ schema introduces the degree of normalization into dimensions   (CO1, K1)
    (a) Snowflake   (b) Galaxy
    (c) Global   (d) Local

11. Any fragmentation must be _____ and ____   (CO1, K2)
    (a) Lossless and disjoint   (b) Lossless and Semi join
    (c) Lossy and disjoint   (d) Lossy and Semi join

12. All the copies of data are held in a strictly consistent is called _____ replication   (CO1, K2)
    (a) Asynchronous   (b) Partial replication
    (c) Synchronous   (d) Full synchronous

13. _____ is an aggregated and holistic presentation of client's data   (CO1, K1)
    (a) Single Customer View   (b) Client Single View
    (c) Single Customer Repository (d) All the above

14. Expand KYC ___   (CO1, K1)
    (a) Know Your Carrier (b) Know Your Customer
    (c) Know Your Consumer (d) None of the above

15. ____ is the strategic approach to streamline processes and reduce operational cost   (CO1, K2)
    (a) 360 degree view   (b) TCO/ROI metrics
    (c) KPI   (d) None of the above

16. _____ will be partly be used to augment human intelligence (CO1, K2)

   (a) Machine learning   (b) Artificial Intelligence
   (c) CRM   (d) None of the above

17. Number of CRM deployment options ____ (CO1, K1)

   (a) 2   (b) 3   (c) 4   (d) 5

18. No. of data centre influence the _____ (CO1, K1)

   (a) CRM deployment   (b) Cloud deployment
   (c) Vendor Selection   (d) None of the above

19. _____ automatically extract metadata from audio and video files (CO1, K2)

   (a) ML and AI   (b) CRM
   (c) Business Intelligence   (d) None of the above

20. _____ is the new science dealing with large data sets (CO1, K1)

   (a) ML   (b) AI   (c) Big data   (d) BI

Part – B (3*5=15) Answer any three questions

21. Analyze the common problems of data with example. (CO2, K4)

22. Analyze the causes of poor data quality with example (CO2, K4)

23. Compare synchronous versus asynchronous replication with example (CO2, K5)

24. Illustrate the benefits of KYC 360 degree in detail (CO2, K4)

25. Examine the factors influencing the vendor selection in CRM. (CO2, K4)

Part – C (5*8=40)

26. (a). Describe the importance of quality data in detail. (CO3, K3)   (OR)

   (b). List and explain the key areas of data management responsibilities. (CO3, K2)

27. (a). Elaborate the development approaches of corporate model in detail (CO3, K3)   (OR)

   (b) Illustrate the data recovery process in detail (CO3, K4)

28. (a). Elucidate the fragmentation and partioning in detail. (CO3, K2)   (OR)

   (b). Explain the multidimensional model of data in detail (CO3, K4)

29. (a). Summarize the CRM pillars with detail (CO3, K6)

   (OR)

   (b). Elaborate the steps to defining the TCO/ROI metrics in detail (CO3, K3)

30. (a). Elaborate the deployment CRM in detail (CO3, K2)

   (OR)

   (b). Discuss the impact of Social selling and advertising in sales process in detail. (CO3, K3)