

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 partitioning 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)**