



JSS MAHAVIDYAPEETHA  
**JSS SCIENCE AND TECHNOLOGY UNIVERSITY**

SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING, MYSORE – 570 006

VI Semester B.E Degree A Section – Test 1

Branch: Computer Science and Engineering, Name of the Paper Setter: Dr. Trisiladevi C. Nagavi

**Big Data Analytics (CS620)**

Duration: 1 Hr.

Date: 19.04.2021

Student Name: \_\_\_\_\_

USN/SRNO: \_\_\_\_\_

**Note: Answer any two Questions.**

Q. No.	CO Mapping	Cognitive Level	Question	Marks
1	CO1	Recall	a) Define Big data and Big data analytics. How is Big data different from traditional data? Explain.	6
	CO1	Understand	b) Differentiate between various Big data “structures” with suitable example.	4
2	CO1	Application	Discuss various customer “behaviors” that need to be understood from web data to enhance the percentage of transactions that lead to purchase in online shopping.	10
3	CO1	Application	a) Assume an E-commerce Industry ‘Amazon’ want to provide a better service to all customers visiting its portal. How traditional data can be used to provide better service. Explain with an example scenario.	5
	CO1	Analysis	b) With two examples, justify how Web data contributes to better “promotional” benefits as against traditional data?	5

Summary of Evaluation:

Sr. No.	CO	Marks allotted	Marks Obtained	Target Achieved (A)/ Not Achieved(NA)
1	CO1	10		
2	CO1	10		
3	CO1	10		
<b>Grand Total</b>				