

Lovely Profession University

Continuous Assessment I

Course Code: CAP456

Course Name: INTRODUCTION TO BIG DATA

Section: D2112

Max marks: 30

Important Guidelines:

1. Questions in this Academic Task are compulsory.
2. It is mandatory to attempt the questions of the assignment in your own handwriting on A4 size sheets/pages.
3. Every attempted sheet/page should carry clear details of student such as Name, Registration number, Roll number, Question number and Page number. The page numbers should be written clearly on the bottom of every attempted sheet in a prescribed format as: for page 1; **Page 1 of 4**, for page 2; **Page 2 of 4**, for page 3; **Page 3 of 4** and for page 4; **Page 4 of 4**, in case your assignment/document is of 4 pages.
4. After attempting the answer(s), student needs to take photograph of each of these answer sheets/pages and needs to convert the **jpeg** format images into a sequential single **pdf** format document (can be done with many free online available converters).
5. This PDF file should be uploaded onto the UMS interface on or before the last date of the submission.
6. Refrain from indulging into plagiarism as copy cases will be marked zero.
7. Take out your roll number for the course. Find out the last number. Refer to the Table 1 for allocation of problem set.

Table 1. Question set Allocation	
Rollno (last number)	Problem Set
Odd	A
Even	B
0 (Zero)	C

SET-A

Briefly explain the following questions:

Q1. Make a documentation or presentation on different sources of data in the field of big data. For all sources the practical use case should be discussed as example.

SET-B

Briefly explain the following questions:

Q1. Make a documentation or presentation on different V's in the field of big data. For all V's the practical use case should be discussed as example.

SET-C

Briefly explain the following questions:

Q1. Make a documentation or presentation on Big data in the field of Marketing for Business. Discuss practical use case as example.