

**FACULTY OF COMMERCE & BUSINESS MANAGEMENT**

B.Com. (Business Analytics) CBCS I-Year (I-Semester) Regular Examinations, Feb/Mar-2023

**Data Driven Decision Making**

Time: 3 Hours

Max Marks: 50

**SECTION-A**

(5×3=15 Marks)

Answer any Five questions from the following

1. Disruption.
2. Data analyst.
3. Qualitative data.
4. Cultural barriers.
5. Mention any 3 differences between SQL and NoSQL.
6. Data Manipulation Language (DML).
7. Transactional Data.
8. Meta Data.
9. 3 V's of Data.
10. Customer journey map.

**SECTION-B**

(5×7=35 Marks)

Answer all the following questions

11. (a) Examine the hurdles to become a data driven organization.  
(OR)  
(b) Discuss how data can benefit the organization?
12. (a) Elaborate the roles and responsibilities of professionals in data analysis.  
(OR)  
(b) Identify and discuss the categories of analytical people.
13. (a) What is NoSQL? Explain its features and uses.  
(OR)  
(b) Explain graph stores database.
14. (a) What are the goals of Data Life Cycle management?  
(OR)  
(b) What are the forms data takes as it is stored and used within the organization?
15. (a) What is requirements gathering process? Analyze why requirement gathering process is critical to proper analysis.  
(OR)  
(b) Discuss the stages of the customer journey map with real example.