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SEAT No. :

PB-384

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**B.E. (Artificial Intelligence and Data Science) (Insem)**

**BIG DATA ANALYTICS**

**(2019 Pattern) (Semester - VIII) (417532(B)) (Elective - V)**

*Time : 1 Hour]*

*[Max. Marks : 30*

*Instructions to the candidates:*

- 1) *Answer Q1 or Q2, Q3 or Q4.*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*
- 4) *Assume suitable data if necessary.*

- Q1)** a) Differentiate between Big Data and Business Intelligence. [5]  
b) Explain the concept of Big Data Ecosystem and its components. [5]  
c) Write concept of Predictive Analytics and Hadoop. [5]

OR

- Q2)** a) Explain the types of Big Data Analytics with suitable example [5]  
b) Discuss the characteristics and challenges with Big Data. [5]  
c) Describe big data Ecosystem and looker with suitable example. [5]

- Q3)** a) Explain Liner Regression with suitable example. [5]  
b) Describe the Apriori algorithm and its significance in association rule mining. [5]  
c) Explain Logistics Regression and its use in real world scenario. [5]

OR

- Q4)** a) Explain K means clustering algorithm with suitable example. [5]  
b) Explain the concept of association rule mining in the context of transaction data from a grocery store. [5]  
c) Differentiate between Liner Regression and Logistics Regression. [5]

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