

CBCS SCHEME

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16/17SCS/SCE21

Second Semester M.Tech. Degree Examination, June/July 2018 Managing Big Data

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing one full question from each module.

Module-1

- 1 a. Define Big data and explain the importance of Big data in modern world. (05 Marks)
- b. Define unstructured data and explain the advanced analytics used in data mining and simulation. (06 Marks)
- c. Define and explain Digital Marketing and Web analytics in detail. (05 Marks)

OR

- 2 a. What is cross-channel lifecycle marketing approach explain with a neat diagram. (06 Marks)
- b. Explain Near Real time event processing framework for fraud detection with the help of neat diagram. (06 Marks)
- c. What is crowd sourcing analytics? Explain. (04 Marks)

Module-2

- 3 a. Explain aggregate data model with an example. (08 Marks)
- b. Explain relationships and graph database in detail. (08 Marks)

OR

- 4 a. What is sharding? Explain in detail. (06 Marks)
- b. Explain Basic partitioning and combining map reduce techniques. (10 Marks)

Module-3

- 5 a. Explain map and reduce phase with an example. (06 Marks)
- b. Briefly explain the significance of data flow in distributed file system. (06 Marks)
- c. What are Hadoop pipes? Explain. (04 Marks)

OR

- 6 a. What is Hadoop distributed file system and Briefly explain its design. Where HDFS is not a good fit today? (08 Marks)
- b. Explain serialization and its RPC-formats with an example. (08 Marks)

Module-4

- 7 a. What are map reduce work flows and how a problem is decomposed into jobs by using map reduce? Explain with an example. (08 Marks)
- b. Explain Job run and independent entities for a classic map reduce. (08 Marks)

OR

- 8 a. What is job scheduling? Explain Fair scheduler and capacity scheduler. (08 Marks)
- b. Explain input format class hierarchy with a neat diagram. (08 Marks)

Module-5

- 9 a. Explain clusters, key spaces and columns with respect to Cassandra data model. (08 Marks)
b. List and explain the design differences between RDBMS and Cassandra. (08 Marks)

OR

- 10 a. Write a short note on pig in Hadoop. (05 Marks)
b. Write a short note on Hbase data model. (05 Marks)
c. Write a short note Hive data types. (06 Marks)

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