[Total No. of Questions: 09]   [Total No. of Pages: 02]

Uni. Roll No. ....   MORNING

Program: B.Tech. (Batch 2018 onward)   16 JUN 2023

Semester: 4

Name of Subject: Information Management and Data Analytics

Subject Code: HSMEC-101

Paper ID: 16226

Scientific calculator is Allowed

Time Allowed: 03 Hours   **Max. Marks: 60**

NOTE:

1) Parts A and B are compulsory

2) Part-C has Two Questions Q8 and Q9. Both are compulsory, but with internal choice

3) Any missing data may be assumed appropriately

<center>Part – A</center>   [Marks: 02 each]

1.

a) Classify the various types of information systems

b) List the characteristics of Big Data

c) Mention the critical success factors of Executive Information Systems

d) Highlight the importance of Business Process Reengineering

e) Differentiate between linear regression and logistic regression

f) Compare E-commerce and M-Commerce

<center>Part – B</center>   [Marks: 04 each]

2. How has E-Governance made its impact on activities related to E-commerce?

3. Discuss the steps to validate a model built for data analysis

4. Discuss the dimensions of management hierarchy

5. Compare ESS and EIS with suitable example

6. Using a suitable example classify the data with hyperplane and support vectors

7. With a suitable example explain how data analysis helps in digital marketing

Part – C   [Marks: 12 each]

8. Describe the various stages of big data analytical life cycle

OR

Discuss the role of risk management in data analysis

9. Derive the Perceptron Learning Algorithm

OR

Construct a Decision Support System and discuss its advantages and disadvantages

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