

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2020

Course: Data Environment
Program: BBA (Analytics & Big Data)
Course code: DSQT 2003
Instructions:

Semester: III
Time: 03 Hours
Max. Marks: 100

SECTION A

Each Questions carry 5 marks

Marks

CO

Attempt all the Questions

6 X 5=30

CO₁

Q 1

I. Select all the correct statement from the following statements :

- (a) 345.4 is an integer
- (b) Currency is type of numeric data
- (c) "13cm" is an example of alphanumeric data
- (d) All numbers are stored as decimals

II. Write any two examples of static and dynamic data.

III. Arrange the following memory type in ascending order of their speed :

- a) Flash memory
- b) Optical storage
- c) Disk drive
- d) Tape storage

IV. Select the correct statement(s) from the following

- (a) Encoding data is form of validation
- (b) Text and numbers are the only data types that can be encoded
- (c) Encoding is done to deliberately conceal the content of the data
- (d) Converting digital data to analogue data is a form of encoding data

V. What is "P952BR"

- (a) Data
- (b) Information
- (c) knowledge

VI. State true or False about the given statement :
"Title of a web page is an example of dynamic data"

SECTION B

Q Attempt all five questions

10 X 5=50

CO₂
&
CO₃

2.	Take any example and show the progression of Data, Information, Knowledge and wisdom.		
3.	Explain the concept of coding with suitable example.		
4.	Discusses the different types of memory / storage with respect to cost & speed.		
5.	Discuss the direct and indirect data sources with suitable examples.		
6.	Differentiate between structured and unstructured digital data under the Big Data.		

SECTION-C

Q	Attempt the question :	20 X 1 =20	CO₄														
7.	<p>Where are soft drinks sold?</p> <p>The soft drink market is an extremely large and growing market in the India and worldwide. In a recent year, 9.6 billion cases of soft drinks were sold in India alone. The data of soft drink sold is displayed graphically using Pie chart:</p> <div style="text-align: center;"> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Soft Drink Sales Distribution</caption> <thead> <tr> <th>Outlet Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Supermarket</td> <td>44%</td> </tr> <tr> <td>Fountain</td> <td>24%</td> </tr> <tr> <td>Convenience/gas stores</td> <td>16%</td> </tr> <tr> <td>Vending Machines</td> <td>11%</td> </tr> <tr> <td>Mass Merchandisers</td> <td>3%</td> </tr> <tr> <td>Drugstores</td> <td>2%</td> </tr> </tbody> </table> </div> <p>Analyze the above pie chart and answer the following:</p> <ol style="list-style-type: none"> How might this information is useful to large soft drink companies? How might the packaging of soft drinks differ according to the top four places where soft drinks are sold? How might the distribution of soft drinks differ between the various places where soft drinks are sold? 	Outlet Type	Percentage	Supermarket	44%	Fountain	24%	Convenience/gas stores	16%	Vending Machines	11%	Mass Merchandisers	3%	Drugstores	2%		
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