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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: II - THEORY EXAMINATION (20... - 20...)

Subject: Fundamentals of Digital Marketing and Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. In data analytics, what term describes a collection of elements that interact with one another. (CO1) K1 1
- (a) A database
 - (b) A data ecosystem
 - (c) A modelling system
 - (d) The cloud environment
- 1-b. Describe how the data life cycle differs from data analysis (CO1) K2 1
- (a) The data life cycle deals with transforming and verifying data, data analysis is using the insights gained from the data.
 - (b) The data life cycle deals with the stages that data goes through during its useful life; data analysis is the process of analysing data.
 - (c) The data life cycle deals with making informed decisions; data analysis is using tools to transform data.
 - (d) The data life cycle deals with identifying the best data to solve a problem; data analysis is about asking effective questions.
- 1-c. In a spreadsheet, what is text wrapping used for (CO2, K1) 1
- (a) To allow text to overflow into an adjacent cell
 - (b) to remove text that is too long to fit in a cell
 - (c) to automatically change the cell height in order to allow the text to fit inside

- (d) to clip text within a cell so that it doesn't overflow into an adjacent cell.
- 1-d. The purpose of the "discovery" phase in the data analytics lifecycle is: CO2, K2 1
- (a) To develop and deploy analytical models
 - (b) To gather and understand the data
 - (c) To communicate the findings
 - (d) To prepare data for analysis
- 1-e. What is the primary goal of digital marketing? (CO3) K1 1
- (a) Increasing brand awareness
 - (b) Generating leads and conversions
 - (c) Building customer loyalty
 - (d) All of the above
- 1-f. Pivot tables in data processing tools are used to _____ data. (CO3, K1) 1
- (a) validate
 - (b) summarize
 - (c) clean
 - (d) populate
- 1-g. Structured data enables data to be grouped together to form relations. This makes it easier for analysts to do what with the data? (CO4) K1 1
- (a) Analyze
 - (b) Search
 - (c) Store
 - (d) All of the above
- 1-h. A data analyst is working on an urgent traffic study. As a result of the short time frame, which type of data are they most likely to use? (CO4) K1 1
- (a) Personal
 - (b) Historical
 - (c) Theoretical
 - (d) Unclean
- 1-i. A CSV file saves data in a table format. What does CSV stand for? (CO5, K1) 1
- (a) Comma-separated values
 - (b) Calculated spreadsheet values
 - (c) Compatible scientific variables
 - (d) Cell-structured variables
- 1-j. Which statement is used to delete all rows in a table without having the action logged? (CO5) K1 1
- (a) DELETE
 - (b) Remove
 - (c) Drop

(d) TRUNCATE

2. Attempt all parts:-

- | | | |
|------|---|---|
| 2.a. | Define Data Analytics. (CO1) K1 | 2 |
| 2.b. | Define Predictive analytics.CO2,K1 | 2 |
| 2.c. | Explain the purpose of metadata in data analysis. CO3,K2 | 2 |
| 2.d. | Discuss the advantages of consistent naming schemes across teams.CO4,K2 | 2 |
| 2.e. | Define Foreign Key. (CO5) K1 | 2 |

SECTION-B

30

3. Answer any five of the following:-

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|------|---|---|
| 3-a. | Explain the role of SQL in Data Analytics. (CO1) K2 | 6 |
| 3-b. | Discuss the prepare phase of data analysis process in detail with Example. (CO1) K1 | 6 |
| 3-c. | Explain features of spreadsheets in detail. (CO2, K2) | 6 |
| 3-d. | Explain Functions in a spreadsheet in detail with example. (CO2) K2 | 6 |
| 3.e. | Discuss the DATEIF function in spreadsheet. (CO3) K1 | 6 |
| 3.f. | Explain the difference between Unbiased and biased data with example. (CO4) K2 | 6 |
| 3.g. | Discuss Sorting and filtering process. (CO5) K1 | 6 |

SECTION-C

50

4. Answer any one of the following:-

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|------|--|----|
| 4-a. | Discuss Visualization in detail with Example. (CO1) K1 | 10 |
| 4-b. | Define key differences between descriptive, predictive, and prescriptive analytics? (CO1) K4 | 10 |

5. Answer any one of the following:-

- | | | |
|------|--|----|
| 5-a. | Justify the statement "Visualization makes data easy to understand". (CO2) K2 | 10 |
| 5-b. | Discuss the role of a data scientist in a data analytics project, and the key skills and responsibilities contributing to their success.CO2,K2 | 10 |

6. Answer any one of the following:-

- | | | |
|------|--|----|
| 6-a. | Demonstrate the types of errors in spreadsheets. (CO3, K3) | 10 |
| 6-b. | Explain structured thinking and its importance. (CO3) K2 | 10 |

7. Answer any one of the following:-

- | | | |
|------|--|----|
| 7-a. | Explain data modeling and their need. (CO4) K2 | 10 |
| 7-b. | Explain the significance of clean, well-structured data for accurate analysis.CO4,K2 | 10 |

8. Answer any one of the following:-

- | | | |
|------|---|----|
| 8-a. | Discuss the merits and demerits of collecting data telephonically. (CO5) K1 | 10 |
| 8-b. | Explain the concept of data mining and its role in knowledge discovery in databases (KDD). CO5,K3 | 10 |