



FINAL EXAMINATION
JULY 2023

COURSE TITLE	BIG DATA ANALYTICS
COURSE CODE	RBAN3253
DATE/DAY	21 OCTOBER 2023 / SATURDAY
TIME/DURATION	01:00 PM - 03:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [100 MARKS]

SECTION A

(20 Marks)

There are TEN (10) questions in this section. Answer ALL questions in the answer booklet.

1. What does the data ecosystem refer to?
 - A. A data storage facility
 - B. The cycle of data analysis
 - C. The interconnection of data, technologies, and people involved in data processes
 - D. A data visualization tool

2. What is one of the key skills a data analyst should possess?
 - A. Cooking
 - B. Typing speed
 - C. Problem-solving
 - D. Gardening

3. In which phase of the data life cycle is data cleaning typically performed?
 - A. Data Preparation
 - B. Data-Driven Decision
 - C. Data Processing
 - D. Data Analytics

4. What is SQL used for in the context of Big Data Analytics?
 - A. Designing Websites
 - B. Querying databases
 - C. Editing videos
 - D. Writing articles

5. What does the acronym SMART stand for in the context of asking questions?
 - A. Simple, Measurable, Achievable, Relevant, Time-based
 - B. Social, Manageable, Artistic, Random, Tricky
 - C. Secure, Modular, Analytical, Robust, Technical
 - D. None of the above

6. Which of the following types of data is numerical in nature?
- A. Qualitative
 - B. Quantitative
 - C. Textual
 - D. None of the above
7. What is the main difference between data and metrics?
- A. Metrics are always larger than data
 - B. Data are raw numbers, while metrics are data that are actionable or interpretable
 - C. There is no difference
 - D. Metrics are a type of database
8. Which of the following industries does NOT typically use Big Data Analytics?
- A. Healthcare
 - B. Finance
 - C. Marketing
 - D. Gardening
9. What is a key ethical consideration in Big Data Analytics?
- A. Profit maximization
 - B. Ignoring data bias
 - C. Privacy and security
 - D. Exploiting data for competitive advantage
10. What is the primary focus of Data Analytics in the business context?
- A. To increase workload
 - B. To create ambiguity
 - C. To drive successful outcomes
 - D. To lower employee morale

SECTION B

(80 Marks)

There are FIVE (5) questions in this section. Answer ALL questions in an essay format.

QUESTION 1

How does data analytics play a role in everyday life, and why is it becoming increasingly important? (20 marks)

QUESTION 2

What are the ethical considerations that one must keep in mind when dealing with Big Data Analytics? (20 marks)

QUESTION 3

What is the data life cycle and what are the key stages involved in it? (20 marks)

QUESTION 4

Describe the difference between qualitative and quantitative data. How are they used in decision-making? (10 marks)

QUESTION 5

How does data analytics empower businesses, and what role does a data analyst play in this? (10 marks)

***** END OF QUESTION PAPER *****