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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: II - THEORY EXAMINATION (2023 - 2024)

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

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1. Attempt all parts:-

- 1-a. What is a hypothesis? (CO1) 1
- (a) A statement that the researcher wants to test through the data collected in a study
 - (b) A research question the results will answer
 - (c) A theory that underpins the study
 - (d) A statistical method for calculating the extent to which the results could have happened by chance
- 1-b. The five whys is a technique that involves asking "Why" five times in order to achieve which goal. (CO1) 1
- (a) Use facts to guide business strategy
 - (b) Visualize how a process should look in the future
 - (c) Put a plan into action
 - (d) identify the root cause of a problem
- 1-c. In a spreadsheet, what is text wrapping used for (CO2) 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 dosen't overflow into an adjacent cell.
- 1-d. A row is called an observation. An observation includes all the _____ in a row. (CO2) 1

- (a) commonalities
 - (b) diagnosis
 - (c) attributes
 - (d) names
- 1-e. What is the difference between qualitative and quantitative data (CO3) 1
- (a) Qualitative data is specific. Quantitative data is subjective
 - (b) Qualitative data can be used to measure qualities and characteristics. Quantitative data can be used to measure numerical facts.
 - (c) Qualitative data describes the kind of data being analyzed. Quantitative data describes how much data is being analyzed.
 - (d) Qualitative data is about the quality of a product or service. Quantitative data is about how much of that product or service available.
- 1-f. which of the following examples describes using data to achieve business results (CO3) 1
- (a) A video streaming analyzes user performance to customize movie recommendation
 - (b) A large retailer performs data analysis on product purchases to create better promotions
 - (c) None of the above
 - (d) both a and b
- 1-g. As a data analyst, it's important to communicate often. Sharing detailed notes and creating reports are ways to communicate with the people who have invested time and resources in a project. Who are these people? (CO4) 1
- (a) Customer-facing team
 - (b) Executives
 - (c) Stakeholders
 - (d) Subject-matter experts
- 1-h. Focusing on stakeholder expectations enables data analysts to achieve what goals? (CO4) 1
- (a) Understand project goals
 - (b) Multitask more effectively
 - (c) Improve communication among teams
 - (d) All of the above
- 1-i. The date and time a photo was taken is an example of which kind of metadata? (CO5) 1
- (a) Representative
 - (b) Administrative
 - (c) Descriptive
 - (d) Structural
- 1-j. Which of the following is a best practice for data protection? (CO5) 1

- (a) Storing sensitive data in an unencrypted format
- (b) Leaving data access unrestricted
- (c) Regularly updating security measures
- (d) Sharing passwords via email

2. Attempt all parts:-

- 2.a. Define Data and Facts 2
- 2.b. Define Categorization 2
- 2.c. List the mathematical operators used in spreadsheet 2
- 2.d. Define Strategic Leadership 2
- 2.e. Define Administrative Metadata 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Explain the role of SQL in Data Analytics. (CO1) 6
- 3-b. Discuss the Act phase of data analysis process in detail with example. (CO1) 6
- 3-c. What do you mean by Business Task? (CO2) 6
- 3-d. Explain is the role of effective questioning in ask phase. (CO2) 6
- 3.e. Describe the importance of revealing gaps and opportunities (CO3) 6
- 3.f. Why is communication so important amongst all stakeholders? (CO4) 6
- 3.g. Why do we need metadata when Google is so effective? (CO5) 6

SECTION-C

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4. Answer any one of the following:-

- 4-a. Explain the data ecosystem with suitable example. (CO1) 10
- 4-b. What do you mean by "strategy" and why is it important? (CO1) 10

5. Answer any one of the following:-

- 5-a. Discuss and Elaborate the term "Core Skills". (CO2) 10
- 5-b. Describe how Tableau turns data into compelling visuals. (CO2) 10

6. Answer any one of the following:-

- 6-a. Discuss the importance of data preparation in SOW(Scope of Work). (CO3) 10
- 6-b. Justify the statement "With a solid base you can overcome obstacles" (CO3) 10

7. Answer any one of the following:-

- 7-a. How do you verify Data Credibility?(CO4) 10
- 7-b. Describe the role of data ethics in business data analytics with suitable example. (CO4) 10

8. Answer any one of the following:-

- 8-a. Discuss the merits and demerits of collecting data directly. (CO5) 10
- 8-b. What are the factors to consider while collecting secondary data? (CO5) 10