Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **17CS3034** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BIG DATA AND GRAPH ANALYTICS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Why is there much hype about big data? Why every company is inclined towards adopting big data? | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Elucidate the news headlines, “Big Data Analytics Entered the World of Open Source Possibilities” with suitable examples and diagrams. | CO1 | 20 |
|  |  |  |  |  |
| 3. | a. | Many companies have increased their turnover, achieved objectives and increased revenues by implementing strategies such as: Creating lasting inventories, Setting prices appropriately at the right time in order to maximize profit, Synchronizing supply with demand, Fraud prevention, Customer segmentation, Customer retention, Planning resourcing needs. Explain the concept behind the above scenarios. | CO2 | 10 |
| b. | Describe graph management algorithms with proper examples. | CO3 | 10 |
| (OR) | | | | |
| 4. |  | Describe the formal way to describe the graph structure and how they can be combined into the new graph structure. | CO3 | 20 |
|  |  |  |  |  |
| 5. | a. | Illustrate the feature based graph indexing. | CO4 | 10 |
| b. | Demonstrate Duel labeling with proper example. | CO5 | 10 |
| (OR) | | | | |
| 6. |  | Elucidate the structure similarity search algorithms for graph data. | CO5 | 20 |
|  |  |  |  |  |
| 7. | a. | Can you cluster a graph using quasi-cliques? If yes, pen down the techniques for clustering using quasi-cliques. | CO6 | 10 |
| b. | Enlighten the applications of graph clustering algorithms. | CO3 | 10 |
| (OR) | | | | |
| 8. |  | Elucidate the classification algorithms for graph data. | CO6 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Explain crowd sourcing analytics. | CO2 | 20 |