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

Course: Data Environment
Program: MBA (Business Analytics)
Course code: DSBA 7002
Instructions:

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

SECTION A

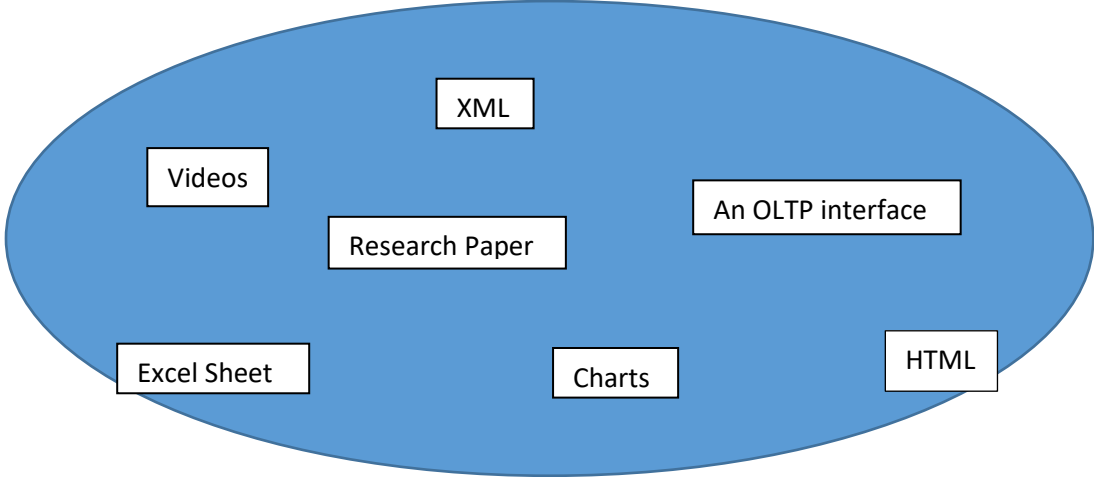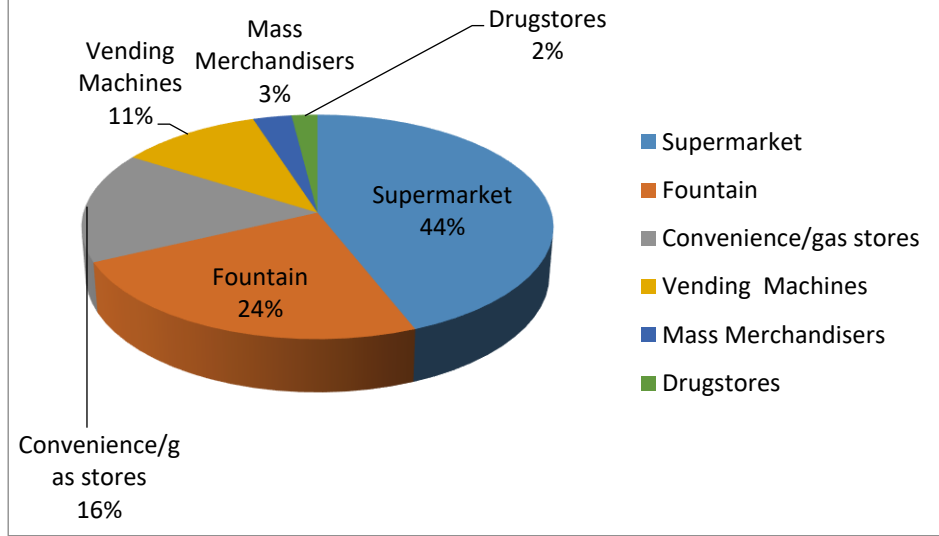|	**Each Questions carry 5 marks**	**Marks**	**CO**
Q 1	**Attempt all the Questions**	**6 X 5=30**	**CO$_1$**
I.	**Select all the correct statement from the following statements :** (a) 345.4 is an integer (b) Currency is type of numeric data (c) "13cm" is an example of alphanumeric data (d) All numbers are stored as decimals		
II.	Digital Information can be (a) Structured (b) Unstructured (c) Semi-structured (d) All of the above		
III.	Which one is the fastest memory? a) Flash memory b) Optical storage c) Disk drive d) Tape storage		
IV.	Full form of OLTP? (a) Online Transactional Processing (b) Online Transfer Processing (c) Online Telephone Processing (d) None of these		
V.	What is "365458" (a) Data (b) Information (c) Knowledge (d) Wisdom		
VI.	State true or False about the given statement : "Title of a web page is an example of Static 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.		CO₂
3.	Explain the concept of coding with suitable example. OR Explain any two method of data visualization with suitable example.		CO₂ & CO₃
4.	Discusses the different types of memory / storage with respect to cost & speed.		CO₂
5.	Discuss the data life cycle.		CO₃
6	**Classify the given data into three categories: Structured, Semi-Structured and unstructured** 		CO₃

SECTION-C

Q	Attempt the question :	20 X 1 =20	CO₄
7.	**Where are soft drinks sold?** 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:		

Analyze the above pie chart and answer the following:

a. How might this information is useful to large soft drink companies?

b. How might the packaging of soft drinks differ according to the top four places where soft drinks are sold?

c. How might the distribution of soft drinks differ between the various places where soft drinks are sold?