4. Read the extract and complete the activities given below: (12)

So a huge amount of data is collected. Let me give you an idea of how huge the data might be. Big Data can be petabytes or exabytes of data consisting of billions to trillions of records of millions of people- all from different sources, for example web, sales, customer contact centre, social media, mobile data and so on. The data available to industries and companies is enormously increasing in volume, variation, velocity, veracity and value. Such a Big Data is easy to obtain but so massive that it challenges the current computing technologies and hence **Big Data analytics** is used

challenges the current computing technologies and hence **Big Data analytics** is used to give insights that were previously incomprehensible. Big Data analytics is the complex process of examining large and varied data sets or Big Data to uncover information- such as hidden patterns, unknown correlations, market trends and customer preferences. With such a huge data available with the industries they can have innumerable advantages hence all the industries are trying to reap the maximum benefit from it. Many industries have advanced by miles from their competitors. It's not the amount of data that is important but what the organizations do with the data is what matters.

Uses of Big Data

1. Location Tracking: Big Data has been useful in identifying and tracking the exact location of a place. Your GPS and Google Maps make use of Big Data. With geographic positioning and radio frequency identification sensors we get the real-time data about traffic, congestion on a particular route, information if the route is closed or if it is a one-way route, understanding accident prone areas etc. You can plan your own route according to the travel time and the transportation of goods. If you have ordered something online you can track the location of your goods in transit, you can also track the condition of the goods. This has immensely helped the logistics companies to reduce risks in transport, improve speed and reliability in delivery.

A1. **Arrange the given sentences in the order to summarize the extract according to proper occurrences.** **(2)**

    i.   Big data improved the logistics services.
    ii.   Every online activity is stored in big data.
    iii.   Big data is comprehensible due to Big Data Analytics.
    iv.   The industries gained advantages from the big data.

Ans:

    ii. Every online activity is stored in big data.
    iv. The industries gained advantages from the big data.
    iii. Big data is comprehensible due to Big Data Analytics.
    i. Big data improved the logistics services.

A2. Big Data analytics play a vital role. Justify. **(2)**

Ans: Yes, Big Data analytics play a vital role. Because it helps us to uncover information- such as hidden patterns, unknown correlations, market trends and customer preferences. All the industries are trying to reap the maximum benefit from it. Many industries have advanced by miles from their competitors.

A3. Big data is a great challenge to the present computing technologies. Explain. **(2)**

Ans:

Collecting online big data is a very simple work. It can be collected through the process of recording, monitoring, and analysing. It can be easily collected through the online activities. The real challenging thing is a challenge for the present computing technology.

A4. We tend to refer to certain features of the product or services before orders. Give reasons for such conduct. (2)

Ans:

In order to get a fair product with good quality, quantity etc. we need to check each and every feature of that particular for the sake of getting a better value for our money. It is important to check all the necessary details/features of the products before ordering. That's why we tend to do so.

A5. Do as directed. (2)

1) **If you have ordered something online you can track the location of your goods in transit.**

   (Choose correct alternative to use 'After+ing')

   i. After you have ordering something online, you can track the location of your goods in transit.
   ii. After ordering something online, you can track the location of the goods in transit.
   iii. After you have ordered something, you are tracking the location of your goods in transit.
   iv. After ordering something online, you can tracking the location of your goods in transit.

   Ans:

   ii. After ordering something online, you can track the location of the goods in transit.

2) **Big data analytics is the complex process.**

(Choose correct alternative to change the sentence as negative sentence)

    i.   Big Data analytics is not the complex process.
    ii.   Big Data analytics is not a compound process.
    iii.   Big Data analytics is not an easy process.
    iv.   Big Data analytics is not the simple process.

Ans:

    iv. Big Data analytics is not the simple process.

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A6   **Pick out the antonyms of the following words from the passage.**   **(2)**

    a) Understandable   b) hide   c) available   d) similar

Ans: a) Understandable   * incomprehensible.

    b) hide   * uncover

    c) available   * unavailable

    d) similar   * different

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