

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

BBA Winter 2023-24 Examinations

Semester:05

Date:18/10/2023

Subject Code: 06101347

Time:10:30 am to 1:00 PM

Subject Name: Business Analytics-I

Total Marks: 60

Instructions

1. All questions are compulsory
2. Figures to the right indicate full marks
3. Make suitable assumptions wherever necessary
4. Start new questions on new page.

Q. No.	Content	Marks	BTL	CO	PO
Q.1. A	A) Multiple choice type questions / Fill in the Blanks (Each of 1 mark)	(05)			
	1. KPI Stands for _____ a) Key Performance Indicator b) Key Processing Indicator c) Key Parameter Indicator d) Key Performance Index		1	1	1
	2. Processed Data is Called _____ a) Data Mining b) Data Warehousing c) Information d) Data Integrating		1	1	2
	3. _____ is defined as the data providing information about one or more aspects of the data a) Metadata b) Data Modeling c) Data Warehouse d) Data Mart		2	3	1
	4. The data that is represented in a non-database or non-tabular form is called _____ a) Structured Data b) Unstructured Data c) Semi-Structured Data d) None of these		2	4	3
	5. _____ stores data in relational database in the form of rows and columns and present the data to end user in multi-dimensional cubes dynamically a) OLAP b) COLAP c) DOLAP d) ROLAP		1	3	5

Q.1.B	Define the following (Each of 1 Mark)	(05)			
	1. Big Data Analytics		1	1	3
	2. Machine Learning		1	1	2
	3. Data Mart		1	4	3
	4. Digital Data		1	3	1
	5. Relational Data Modeling		1	1	4
Q.1.C	Direct questions (Each of 1 mark)	(05)			
	1. What is Enterprise Reporting		1	1	1
	2. What is Data Integration		1	1	2
	3. Analytics application for Customers		1	1	3
	4. Data Warehousing		1	3	4
	5. Location based Analytics for Organizations		1	3	3
Q.2	Answer the following questions				
	A). What are Data Driven Decisions? Explain Framework and Challenges of Data Driven Decisions	(07)	4	1	3
	B). What do you mean by OLTP and OLAP? State the Differences between OLTP and OLAP	(08)	5	1	3
Q.3	Answer the following questions				
	A). What is Business Intelligence? Explain various components of Business Intelligence.	(07)	5	1	5
	B). What is Data Mining? State the Association Rule Mining and K means Clustering.	(08)	5	4	5
Q.4	Attempt any two questions (Each of 7.5 marks)	(15)			
	1. Define Dashboard and Scorecard? Differentiate Dashboard and Scorecard		2	1	3
	2. What is Data Modelling? Explain various Data Modeling Techniques		6	3	5
	3. What do you mean by Business Analytics? Elucidate various types of Business Analytics.		4	1	5
	4. What is Big Data? Discuss Vs of Big Data		5	1	5