UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Programme Name: B.Tech CSE BAO   Semester   : I
Course Name   : Introduction to Business Analytics   Time   : 03 hrs
Course Code   : CSBA1001   Max. Marks: 100
Nos. of page(s)   : 1
Instructions: Attempt all questions

SECTION A		[20marks]	
S. No.		Marks	CO
Q1	Explain the term "business analytics and optimization".	4	CO1
Q2	Briefly explain the concept of organizational transformation.	4	CO1
Q3	Differentiate between Content Management and Master Data Management.	4	CO3
Q4	Bring out the importance of analytics in business.	4	CO2
Q5	Explain the meaning of BAO reference architecture to BAO architects.	4	CO2
SECTION B		**[40 marks]**	
Q6	Discuss the importance of KDD and Data Mining in Analytics.	10	CO4
Q7	Explain the stages of BI.	10	CO4
Q8	"Data Mining is the way to knowledge" Comment.	10	CO3
Q9	Define Cloud Computing highlighting classification of cloud on the basis of service. **OR** Using an example explain Association rule discovery	10	CO3
SECTION-C		**[40 marks]**	
Q10	Discuss in detail on the BAO reference architecture	20	CO1
Q11	Elaborate on CRISP-DM. **OR** "Analytics and Social Media go hand in hand" Elaborate	20	CO2

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Programme Name: B.Tech CSE BAO　　　　　　　　　**Semester　: I**
Course Name　　: Introduction to Business Analytics　**Time　　　: 03 hrs**
Course Code　　: CSBA1001　　　　　　　　　　　**Max. Marks: 100**
Nos. of page(s)　: 1
Instructions:　Attempt all questions

SECTION A

S. No.		Marks	CO
Q1	Explain the importance analytics in a business organization.	4	CO1
Q2	Differentiate between Data Integration and Data Repository	4	CO1
Q3	Explain the term visualization in brief.	4	CO3
Q4	Highlight the importance of placement of the analytics team in an organization.	4	CO2
Q5	Bring out the role of BI in organizations.	4	CO2

SECTION B

Q6	Explain the importance of Data mining process in analytics	10	CO4
Q7	Differentiate between DBMS, OLAP and Data Mining.	10	CO4
Q8	Explain the terms: Social Analytics and Web Analytics.	10	CO3
Q9	Discuss the importance of Mobile Analytics **OR** Compare and Contrast using examples : Complex Systems and Volume operations	10	CO3

SECTION-C

Q10	Elaborate on functional pillars and foundation layers of BAO.	20	CO1
Q11	"Issues in Data Mining are manifold" Elaborate. **OR** Write a note on the importance of Process standardization and CRISP-DM.	20	CO2