UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Introduction to Business Analytics Semester: I
Program: B.Tech(CSE-BAO) Time : 03 hrs.
Course Code: CSIB1001 Max. Marks: 100

Instructions: Answer all questions

SECTION A

S. No.		Marks	CO
Q 1	Discuss some of the important capabilities of Business Analytics.	4	CO1
Q 2	What is strategic decision? Discuss in brief.	4	CO1
Q 3	Give a brief comparative analysis on OLAP and OLTP.	4	CO2
Q 4	What is machine learning? Name some of the important machine learning algorithms.	4	CO3
Q 5	What is the role of mobile analytics in BI ? Justify.	4	CO4

SECTION B

Q 6	With suitable example, discuss predictive and prescriptive analytics.	10	CO1
Q 7	In super markets, how association rule mining helps? Discuss with example.	10	CO1,CO3
Q 8	Design a bottom up architecture of Data Ware House for any health insurance sector. Your stepwise design process must have proper explanation.	10	CO2
Q 9	Considering any suitable example, design a data ware house and a data mart. Justify which one is more appropriate in which scenario. OR	10	CO2,CO1
Q 9	What are the different data mining techniques? How various machine learning algorithms help in the process of data mining?	10	CO2

SECTION-C

Q 10	Discuss how business analytics can be used in sports, such as tennis,cricket, football and so on. Identify as many opportunities as you can for each.	20	CO1,CO3
Q 11	Suggest some metrics that a railway or bus ticketing agency might want to collect. Describe how a manager might utilize this data to facilitate better decisions. OR	20	CO3,CO4
Q 11	Write a short note on the following: • Social and Web Analytics • Advantages of mobile cloud computing.	20	CO3,CO4