

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2020

Course: Business Intelligence and data visualization

Program: BBA AIS

Course code: STGM 3004

Semester: VI

Time: 03 Hours

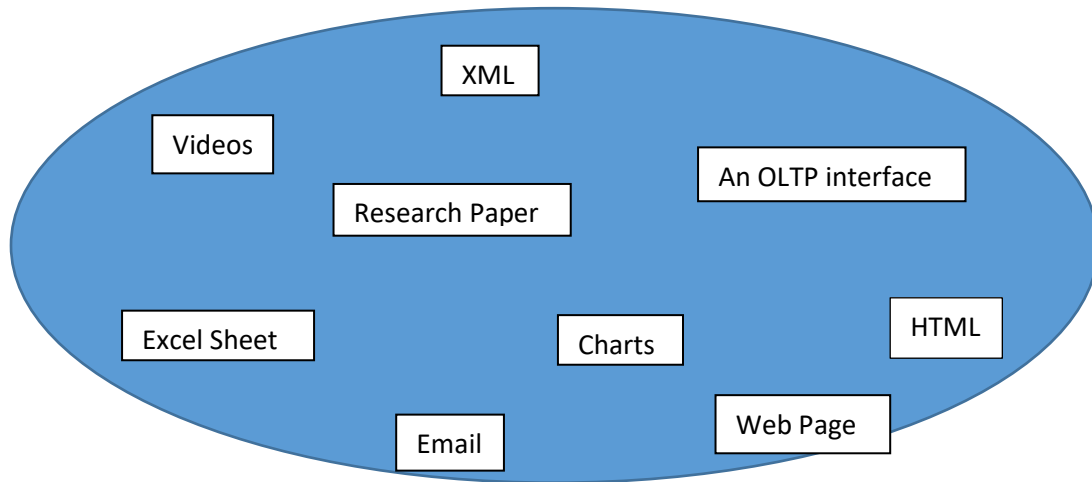
Max. Marks: 100

Instructions: This is a computer based exam. There is a data file required for question 11, which will be distributed in the examination hall.

SECTION A

		Marks	CO
Q 1	Select the most appropriate answer.	5 X 6=30	CO ₁
I.	<p>The staffs of the accounting and the quality control departments rated their respective supervisor's leadership style as either (1) authoritarian or (2) participatory. Sixty-eight percent of the accounting staff rated their supervisor "authoritarian," and thirty-two percent rated him "participatory." Forty percent of the quality control staff rated their supervisor "authoritarian," and sixty percent rated her "participatory." The best graphic depiction of these data would be two _____.</p> <p>(a) Histograms (b) Ogives (c) Pie charts (d) Scatter plots</p>		
II.	<p>The purpose of exploration data warehouse is to provide a foundation for</p> <p>(a) Descriptive Analysis (b) SWOT Analysis (c) Statistical Analysis (d) Comparative Analysis</p>		
III.	<p>What are the applications of OLAP?</p> <p>(a) Business Reporting for sales, marketing (b) Budgeting (c) Forecasting (d) All of the above</p>		
IV.	<p>Which of the following are BI tools?</p> <p>(a) Informatica (b) Siebel (c) Cognos</p>		

	(d) All of the above		
V.	<p>Digital Information can be</p> <p>(a) Structured</p> <p>(b) Unstructured</p> <p>(c) Semi-structured</p> <p>(d) All of the above</p>		
VI.	<p>OALP stands for</p> <p>(a) Operational Analytical Processing</p> <p>(b) On-Line Analytical Processing</p> <p>(c) On line access Processing</p> <p>(d) On-line Analytical Programming</p>		
SECTION B			
Q	Attempt any five questions	10 X 5=50	CO₂
2.	What is dashboard in a data warehouse?		
3.	What are the different stages and benefits of Business Intelligence?		
4.	What do you understand by ERP? explain with suitable example		
5.	What is Business Intelligence?		
6	<p>Arrange the following features into their respective categories: OLAP & OLTP</p> <p>a) Subject centric</p> <p>b) Field level access</p> <p>c) Historical data</p> <p>d) Frequent updates & inserts</p> <p>e) Normalized storage</p> <p>f) Ad hoc queries</p> <p>g) Complex queries</p>		
7.	Classify the given data into three categories: Structured, Semi-Structured and unstructured		



8 Explain the data mining functionalities

SECTION-C

Q Answer the Question

20 X 1=20 **CO₃**

9. For the given data, prepare the pivot table and chart to compare the wildlife population. Also comment on the pattern of increasing or decreasing population of each mammals.

Month	Bears	Dolphins	Whales
Jan	8	150	80
Feb	54	77	54
Mar	93	32	100
Apr	116	11	76
May	137	6	93
Jun	184	1	72