

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

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

Course: Retail Analytics
Program: B.Tech-CS-ERA
Course Code: BBCR 173

Semester: VI
Time 03 hrs.
Max. Marks: 100

Instructions: In section A all questions are compulsory, section B and C having internal choice in some questions

SECTION A

S. No.	Question	Marks	CO
Q. 1	Describe with example drill down and drill up approach.	4	CO1
Q. 2	How metrics support for report authoring?	4	CO4
Q. 3	Write definition and diagram of dashboard.	4	CO1
Q. 4	Why senior managers should be concerned about metrics?	4	CO4
Q. 5	Compare centralized vs de-centralized BI architecture.	4	CO5

SECTION B

Q. 6	Explain cross tabulation with example. Also, show the relational representation of cross-tabs	10	CO1
Q. 7	Draw the block diagram to show Kaplan-Norton Balance scorecard and explain.	10	CO4
Q. 8	By using what if scenario explain the calculation of monthly rate of home loan.	10	CO2
Q.9	By using Gestalt Principles, explain the strategy of dashboard design. Put real time example to justify.	10	CO2
	or		
	Compare dashboard vs portal also dashboard vs score board.		CO2

SECTION-C

Q. 10	Identify phases and incremental BI roadmap, also discuss system sizing measurement and dependencies	20	CO5
Q. 11	While building a BI project, they categorized 10 task under which project formal interview, initialization and functionality takes place. Identify those task and briefly describe	20	CO3
	or		
	Draw activity diagram for BI Engagement also identify pre-Engagement activity.	20	CO3

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SECTION A

S. No.		Marks	CO
Q 1	Describe all the three kinds of analytics.	4	CO1
Q. 2	How matrix drive behavior help in no. of way?	4	CO4
Q. 3	How SAAS and cloud computing technique contribute for BI?	4	CO1
Q. 4	Identify all the limitation of K-N balanced scorecard.	4	CO4
Q. 5	What are the BI architectural alternatives in term of hardware and data management?	4	CO5

SECTION B

Q. 6	Cross tabulation is used for maintaining multi-dimensional data. Describe the concept with example. Also, show the relational representation of cross-tabs.	10	CO1
Q. 7	Discuss Rayport-Jaworski performance dashboard and strategy framework.	10	CO4
Q. 8	With the help of <i>what-if</i> scenario, show the calculation of average profit margin.	10	CO2
Q.9	What are the way of information discovery and delivery?	10	CO2
	or		
	With tabular description, identify all display media for dashboard design.		CO2

SECTION-C

Q. 10	For better dashboard designing, why system resizing and measurement is required?	20	CO5
Q. 11	With architectural block diagram explain planning BI project, Also discuss ASUG business intelligence maturity model.	10+10	CO3
	or		
	Explain the role of Business Intelligence in formulating the corporate strategy of the company	20	CO3