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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: MBA BA
Subject (Course): Business Intelligence
Course Code : MBBA847
No. of page/s:

Semester – II
Max. Marks : 100
Duration : 3 Hrs

Objective type questions [20]

Q1. What does BI acronym stand for?

- A. Business Integration
- B. Business Intelligence
- C. Business Information
- D. Business Interaction

Q2. What does OLAP acronym stand for?

- A. Online Level Active Provider
- B. Online Analytical Processing
- C. Onsite Activity Processing
- D. Onstage Analytical Processing

Q3. What does a typical BI environment comprise of?

- A. Data warehouse
- B. Data mart
- C. OLAP TOOLS
- D. All of the above

Q4. The type of data Hadoop can deal with is

- A. Structured
- B. Semi-structured

- C. Unstructured
- D. All of the above

Q5. Which of the following are direct benefits of Business Intelligence?

- A. Decision making
- B. Delivers data mining functionality
- C. Artificial intelligence
- D. All of the above

Q6. Which of the following are BI tools?

- A. Informatica
- B. Siebel
- C. Cognos
- D. All of the above

Q7. All business intelligence applications require a data warehouse.

- A. True
- B. False

Q8. Relationship and information among people, groups, organizations, computers and other information- or knowledge-processing entities

- A. Social network
- B. Spiders
- C. Search engine
- D. Web analytics

Q9. Which statement about the ETL is NOT correct?

- A. ETL stands for Extract Transformation Load
- B. ETL automates the integration of various data sources
- C. ETL may be the link between operational systems and a data warehouse
- D. ETL ensures high quality of data in a data warehouse

Q10. Which option below is correct for a data warehouse (DW)?

- A. A DW is structured to represent the different divisions and activities of a company.

- B. A DW is designed to optimize queries
- C. A DW only keeps the most up to date data for the organization.
- D. A DW keeps a store of business transactions for daily operations.

Q11. Which of the following is true?

- A. Most companies can benefit from both big data and data mining, but some will benefit from one more than the other
- B. Most companies can only benefit from data mining
- C. Every company can benefit equally from both big data and data mining
- D. Most companies can only benefit from big data

Q12. Which tool is used in business analyst?

- A. My Sql
- B. MS Excel
- C. MS Access
- D. SQL

Q13. Which one of the following stores data?

- A. Name node
- B. Data node
- C. Master node
- D. None of these

Q14. In a HDFS system with block size 64MB we store a file which is less than 64MB. Which of the following is true?

- A. The file will consume 64MB
- B. The file will consume more than 64MB
- C. The file will consume less than 64MB.
- D. Can't be predicted.

Q15. The default replication factor for HDFS file system in Hadoop is

- A. 1
- B. 2
- C. 3
- D. 4

Q16. Which feature of business intelligence allows huge data and reports to be read in a single graphical interface?

- A. Reports
- B. OLAP
- C. Dashboard
- D. Warehouse

Q17. Which of the following statements is/are true about Data Warehouse?

- A. Can be update by end user
- B. Contains numerous naming conventions and formats
- C. Organized around important subject areas
- D. Contain only current data

Q18. Which of the following are advantages of cloud BI over on premise BI?

- A. Ease of deployment
- B. All of these options
- C. Reduced overheads
- D. Scalability

Q19. Business intelligence improves marketing effectiveness by enabling marketers to:

- A. Analyze business data to uncover trends across product categories, customers and regions
- B. Identify profitable customers who could participate in VIP, loyalty and reference/case study programs
- C. Use specific targeting to maximize revenue and minimize marketing overheads
- D. All of the above

Q20. Benefits of using BI for sales include which of the following:

- A. The ability to see your top and bottom customers by profit, sales value and margin
- B. The ability to compare sales over time, sales vs no sales, gap analysis, trend analysis and forecasting
- C. A more informed sales team who can make data driven decisions
- D. All of the above

Short answer questions

- Q1. What is Business Intelligence? [2]
Q2. What are different benefits of Business Intelligence? [3]
Q3. What are dashboards? [3]
Q4. What is the purpose of reporting? [3]
Q5. What is Data Mart? [3]
Q6. What is Data Center? [3]
Q7. What is Cloud Computing? [3]

Descriptive Questions

- Q1. Explain ETL (Extract Transform Load)? [7.5]
Q2. Explain difference between Structured and Unstructured data with examples [7.5]
Q3. Explain below [15]
 a. OLAP
 b. OLTP
 c. Data Warehouse
 d. ETL
 e. Segmentation

Analytical / Case Study

- Q1. Explain the role and benefits of Business Intelligence in e-Commerce Business. [15]
Q2. Define the strategy to increase the business and revenue of a big retailer having branches across the country. [15]