UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: MBA   **Semester:** 2
Subject/Course: Business Intelligence   **Max. Marks:** 100
Course Code: DSBA7006   **Duration:** 3 Hours

IMPORTANT INSTRUCTIONS

1. *The student must write his/her name and enrolment no. in the space designated above.*
2. *The questions have to be answered in this MS Word document.*
3. *After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.*
4. *Attempt any five questions. All question carry equal marks*

		Marks	COs
Q.1	Mr. Arun is the owner of Quick Transport Corporation and his company mainly deal with the logistic services. He is a supply chain domain expert as well, but does not have any knowledge of any BI Tool and techniques. You have been hired as a business analyst to optimize overall logistic operations. Kindly prepare your optimization proposal plan.	20	
Q.2	Media One Corporation mainly deals in the entertainment services and produce many TV serials and movies. They have an online website and one rich mobile application well where end users can subscribe for the services to watch their favorite shows and movies. Their data volume and user base is increasing day by day across the globe, and they would like to implement some advance technology to increase the efficiency and performance of videos streaming along with user level personalization and region level high availability. As a BI & Analytics expert of Media One Corporation, help them to achieve their goals.	20	
Q.3		20	

	E-Bazaar is a big retail chain network with outlets across the world. Currently they are running multiple independent software and applications in different retail branches to maintain the daily transaction records, and at day's end send all data in different formats (xls, txt etc.) to a centralized system. For some of the sources centralized system directly connect and extract the data. Prepare an architecture with proper illustration to cleanse and stage the filtered record to prepare various management reports.		
Q.4	Explain the predominance of historical date. How it works as a catalyst in successive augmentation of an organization.	20	
Q.5	Fast track is an on demand U.S based online cab service providing company. They are planning to expand their business in India, but not sure about the travel patterns and preferences of Indian customers. They hired you as a business analyst to help them to prepare the rollout strategy. What all technologies you will use and why? Kindly prepare a short rollout proposal.	20	
Q.6	Explain the predominance of real time data. How it is useful in efficient and dynamic stock and inventory management. Ascribe with suitable use cases.	20	