

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, December 2020**

**Course: Introduction to Business Analytics**  
**Program: B.Tech CSE + IOT&SC , CSF, OGI & GG**  
**Course Code: CSBA 1001**

**Semester: V**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

**SECTION A**

**1. Each Question will carry 5 Marks**

S. No.		Marks	CO
Q 1	Big data generally refers to a. Voluminous structured data b. Voluminous unstructured data c. Voluminous semi structured data d. Both b & c  Choose the correct option	5	CO4
Q 2	Learning is not a measurement of KN Balance Score Card (True / False)	5	CO4
Q 3	Detecting if employees are thinking of quitting and then persuading them to stay is type of which analytics. a. Descriptive b. Predictive c. Prescriptive d. None of the above  Choose the correct option	5	CO2
Q 4	A drill-down goes from less detailed data to more detailed data. (True/ False).	5	CO3
Q 5	Enterprise Analytics capability refers to: a. The infrastructure is created for enterprise-wide analytics b. Analytics are used throughout the organization c. Analytics are key to business success d. All of the above  Choose the correct option	5	CO2
Q 6	Predictive analytics should not be searching for a diamond in a coal mine (True/ False)	5	CO2

**SECTION B**

**1. Each question will carry 10 marks**

**2. Instruction: Write short / brief notes**

Q 7	Clearly differentiate between the Clustering and Classification technique with the help of an example. And illustrate the various application areas of Data Mining.	10	CO3
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Q 8	“Business intelligence gives business users the abilities to view, assemble, and personalize information easily so that they can generate a previously undiscovered perspective”. In the given context give the benefits and challenges of Business Intelligence in any organization.	10	CO1
Q 9	Enlist and define the stages of IBM Business Analytics Maturity Model in detail.	10	CO2
Q 10	A data warehouse is based on a multidimensional data model - Give the illustration of data cube with the help of a diagram and explain all the OLAP operations that can be performed on data cube.	10	CO3
Q 11	Elaborate in details about each parameter of Big Data Analytics Adoption Structure considering its proper sequence as well. <b>OR</b> Enlist and describe the characteristics of Big Data. And discuss the challenges that are possible in Big Data Analytics.	10	CO4
<b>SECTION-C</b>			
<b>1. Each Question carries 20 Marks.</b> <b>2. Instruction: Write long answer.</b>			
Q 12	Draw and illustrate the general BI Architecture mentioning all important points and enlist the various types of BI tools. Also provide the various examples of BI Use cases. <b>OR</b> Describe in detail the different types of schemas possible in Data warehouse. How is OLAP technology used in Data Warehouse? Also differentiate between ROLAP and MOLAP by giving proper example.	20	CO1