UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, April/May 2018

Course: Telecom Analytics   **Semester:** VIII
Program: B.Tech TI
Time: 03 hrs.   **Max. Marks: 100**

SECTION A

S. No.		Marks	CO
Q 1	What are four different chart types used in report.	4	CO3
Q 2	List important characteristics of data warehouse.	4	CO2
Q 3	Full Form of the following Abbreviations (i) ERP (ii) ROLAP	4	CO2,3
Q 4	Briefly explain three kinds of data warehouse applications	4	CO2
Q 5	What are the business challenges for communication service providers	4	CO5

SECTION B

Q 6	Explain various chart types along with their use.	10	CO3
Q 7	What is dashboard? Explain different types of dashboard	10	CO2
Q 8	Categories the following examples with best suitable decision categories in which the fall. **EXAMPLE** / **DECISION CATEGORY** 1. Capital Investment in new Equipment / A. Operational Decisions 2. Production Planning / B. Tactical Planning Decisions 3. Staffing / C. Strategic Decisions 4. Fleet Sizing 5. Marketing Campaign Planning	10	CO1
Q 9	Differentiate between OLAP and OLTP	10	CO4

SECTION-C

Q 10	a) Discuss how metrics drive behavior in an organization(10) b) Explain 3 Tier Data warehouse Architecture(10)	20	CO1,4
Q 11	a) What is KN Balanced scorecard used for? Also discuss its limitations (15) b) Categories three types of Decisions taken in an organization (5) **OR**	20	CO5,3
	a) What are Gestalt Principles of visual perception to dashboards? (15) b) Differentiate between Business Analyst and Data Scientist(5)	20	CO5,3