

Name:	
Enrolment No:	

## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

**Online End Semester Examination, Dec 2020**

**Programme Name: B. Tech. CSE All Branches (BAO)**  
**Course Name : Retail Analytics (Program Elective)**  
**Course Code : CSER 3003**  
**Nos. of page(s) : 2**

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

### SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the Statement/ Select the correct answer(s)

S. No.	Question	Marks	CO
Q 1	Engagement process begins with _____ meetings and initial _____ with the customer	5	CO4
Q2	What are the four stages of ASUG BI Maturity Model? a) Dictatorship, Anarchy, Democracy and Collaboration b) Infant, Child, Young adult and Adult c) Analytical, Consultative, Experimental and Strategic d) Informative, Elaborative, Exhaustive and Innovative	5	CO3
Q3	Proof of Concept includes which of the following? a) Creating Logical System design and database design b) Creating Logical database design and data models c) Creating Logical System design, database design and data models d) Creating Logical System design and data models	5	CO4
Q4	In most cases, _____ are being used for monitoring company's progress in achieving predefined goals.	5	CO2
Q5	Evolving a winning architecture involves developing a _____ and _____ BI road map	5	CO2
Q6	Which of the following are applicable to Gestalt Principles of visual perception to dashboards? a) Proximity, Minimality, Continuity b) Similarity, Continuity, Proximity c) Similarity, Minimality, Enclosure d) Closure, Differentiation, Connection	5	CO3

### SECTION B

1. Each Question will carry 10 Marks
2. Instruction: Write short/ brief notes

Q7	Explain about the types of analytics in detail (with suitable example)	10	CO1
Q8	1. Explain about the various types of dashboard with example 2. Explain in detail about the dashboard design	10	CO2
Q9	What is OLAP. Explain the operations of OLAP	10	CO1

Q10	Explain about the risk management and mitigation in detail	10	CO3
Q11	Explain about the various types of graphs (with suitable example)	10	CO4
<b>SECTION-C</b>			
<b>1. Each Question will carry 20 Marks</b>			
<b>Instruction: Write long answer</b>			
Q12	Explain about the phased and incremental BI roadmap. Briefly explain about the concept of BI architecture alternatives	20	CO5