

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021
Course: Analytics in Banking Industry Semester: VIII Program: B. Tech. BFSI Time 03 hrs.
Course Code: CSBI4002P 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	CO
Q 1	<p>Fill in the blanks</p> <p>(i) Engagement process begins with ____ meetings and initial _____ with the customer</p> <p>(ii) The BI framework combines data control, _____, _____, statistics integration, facts quality, end person data delivery, information security, etc.</p> <p>(iii) _____ is a conceptual, abstract design</p> <p>(iv) The most commonly used diagram representing the project schedule is a _____ chart or _____ chart.</p> <p>(v) _____ are parameters or measures of quantitative assessment used for measurement, comparison or to track performance or production.</p>	CO1
Q2	<p>Identify the statement whether True or False.</p> <p>(i) BI design is all about knowing about your customers. True/False</p> <p>(ii) Business intelligence values are obtained without the help and management of key Stakeholders. True/False</p> <p>(iii) A fact table typically has two types of columns: those that contain facts, and those that are foreign keys to dimension tables True/False</p> <p>(iv) A vertical bar chart is sometimes called a column bar chart. True/False</p> <p>(v) The basis of Business Intelligence is not data. True/False</p>	CO4

Q3	<p>(i) Which following documents are to be included in the BI Vision document?</p> <p>a) Logical Data Architecture and Logical Technology Architecture b) Logical BI Architecture and Logical Infrastructure Architecture c) b only d) a & b both</p> <p>(ii) Which of the following are Chart types?</p> <p>a) PDF, Excel and Line charts b) Line, Images and Area charts c) Columns/Bar, Line and Scatter/Bubble d) Pie/Doughnut, Area and Images</p>	CO2
Q4	What is Data warehouse? Explain with suitable example.	CO3
Q5	Write short note on three tier decision support system.	CO1
Q6	<p>(i) Which of the following are Chart types?</p> <p>a) PDF, Excel and Line charts b) Line, Images and Area charts c) Columns/Bar, Line and Scatter/Bubble d) Pie/Doughnut, Area and Images</p> <p>(ii) R-J performance score card defines articulating business strategy as a) Customer Sales, Customer Feedback and Customer acquisition b) Business model, implementation and evaluation c) Market opportunity assessment, market capturing and market making d) Implementation, Change management and customer feedback</p>	CO3
SECTION B		
<p>1. Each question will carry 10 marks</p> <p>2. Instruction: Write short / brief notes</p>		
Q 1	Explain and show diagrammatically any three: List report, Crosstab report, Chart report, Map report.	CO1
Q 2	Discuss and diagrammatically show Rayport-Jaworski performance dashboard and strategy framework.	CO2
Q 3	Draw ASUG business intelligence maturity model.	CO3

Q 4	List the elements which are common to any graph. Explain Drilling in report.	CO3
Q 5	Define Metrics. Give a detailed discussion on branding and implementation metrics. OR Draw and discuss report authoring task flow.	CO4
Section C		
1. Each Question carries 20 Marks. 2. Instruction: Write long answer.		
Q1	Explain seven types of Chart types. Also, give example images. OR Explain all types of dashboard with layer of information. Also differentiate Strategic dashboards with Analytical dashboards.	CO2