UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2021

Course: B. Tech. CSE with IOT & SC, CSF, BLCH Semester: V
Subject: Introduction to Business Analytics Time: 03 hrs.
Subject Code: CSEG 3004 Max. Marks: 100

Instructions: The marks for each question are given before.

SECTION A

S. No.		Marks	CO
Q 1	How decision capabilities help business environment to remain competitive.	4	CO1
Q 2	Explain knowledge based system. Mention the two categories of Knowledge.	4	CO3
Q 3	Explain different types of data. Discuss the various steps of data understanding.	4	CO2
Q 4	How KPI is relevant for organizations? Discuss the concept of metrics drive behavior.	4	CO5
Q5	List down various techniques for data mining.	4	CO3

SECTION B

Q 6	Define Business Analysis. Explain different categories of analytics.	10	CO3
Q 7	Analyze the relevance of decision trees' for organizational competitiveness. Explain decision tree algorithm with a neat diagram	10	CO1
Q 8	Discuss the Knowledge creation process in detail	10	CO2
Q 9	What is the importance of Business reporting? What are the relational and dimensional reporting style?	10	CO4

Or			
Q 9	Discuss Balanced Scorecards. Explain how to build a performance dashboard.	10	CO4

SECTION C

Q 10	Draw the high level Architecture of BAO with the help of a neat diagram and explain its components.	20	CO2
Q 11	A. Discuss the usage relevance of data warehouse for Business Intelligence. Discuss a few applications of data warehouse B. List the various schema of data warehouse	8 12	CO3

Or			
Q 11	A. Explain OLAP. What are the various operations of OLAP? B. Explain the multi-tiered architecture with the help of a neat diagram.	10 10	CO3