GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated - SEMESTER– VII EXAMINATION – SUMMER 2022

Subject Code: 2577101   **Date: 31/05/2022**
Subject Name: Business Analytics
Time: 02:30 pm to 05:30 pm   **Total Marks: 70**

Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	What is Business Analytics? Discuss the importance of Business Analytics in present scenario.	**07**
	(b)	Distinguish between OLTP and OLAP system.	**07**
Q.2	**(a)**	What is Text mining? Explain with suitable example.	**07**
	(b)	Discuss the types of analytics in detail.	**07**
		OR	
	(b)	Explain difference between Data Warehouse and Data Lake	**07**
Q.3	**(a)**	What is Big Data? Why is it an extremely essential part of business analytics?	**07**
	(b)	List down the various reports used by the Finance Manager and design a dashboard for him.	**07**
		OR	
Q.3	**(a)**	How can business intelligence be used by business organizations in enhancing customer experience and business performance?	**07**
	(b)	What is Sentiment Analysis? How does it relate to Text mining approaches?	**07**
Q.4	**(a)**	Define Data Warehouse. What are the characteristics of Data Warehousing? List the major components of the Data Warehousing Process.	**07**
	(b)	What is Business Intelligence and its objectives? How Business Intelligence differs from Business Analytics?	**07**
		OR	
Q.4	**(a)**	What are the practical challenges faced while storing Unstructured Data?	**07**
	(b)	What is Text Mining? Explain the steps involved in the process of Text Mining.	**07**
Q.5	**(a)**	Write a note on Cloud Computing.	**07**
	(b)	Explain the techniques of knowledge discovery of business applications.	**07**
		OR	
Q.5	**(a)**	How business analytics is helpful to Marketing Department of any company?	**07**
	(b)	Explain in detail the use of analytics in healthcare sector.	**07**

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