

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED- SEMESTER - VII EXAMINATION- SUMMER-2023

Subject Code: 2577101

Date: 30/06/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Explain types of business analytics with necessary example. **07**
(b) What is business intelligent? Explain its Components. **07**
- Q.2** (a) What is business analytics and explain OLAP operation. **07**
(b) Explain difference between OLTP and OLAP. **07**
- OR**
- (b) Explain difference between Business Intelligence and Business Analytics. **07**
- Q.3** (a) Define various types of Digital data and also discuss the source of these digital data. **07**
(b) Explain Visual Analytics with suitable example. **07**
- OR**
- Q.3** (a) What is Data Warehouse? Explain its characteristics. **07**
(b) What is Social Media Analytics? Explain the role of Analytics in Face book? **07**
- Q.4** (a) What is Business Performance Management? Explain Performance Management cycle with necessary example. **07**
(b) Explain the concept of Data Mining and its Application. **07**
- OR**
- Q.4** (a) Elaborate; Text and Web Mining. **07**
(b) What is Big Data? Explain Characteristic of Big data. **07**
- Q.5** (a) Explain Analytics in context of telecom Industry. **07**
(b) How Analytics can benefit in Financial Sector or Industry. **07**
- OR**
- Q.5** (a) Explain Production and Operation Analytics in detail. **07**
(b) How Sales and Marketing analytics works in Business Support explain it with relative example. **07**
