

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED-SEMESTER- VII-EXAMINATION- SUMMER-2024**

**Subject Code: 2577101**

**Date: 01/05/2024**

**Subject Name: Business Analytics**

**Time: 02:30 PM TO 5:30 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 Structure Data, Unstructure Data and Semi-structure Data. **07**  
(b) What is Business Analytics? Discuss the types of Business Analytics. **07**
- Q.2** (a) What is Data Warehouse? Discuss the data marts in Data Warehouse. **07**  
(b) Write a note on Entity Relationship (ER) model. **07**
- OR**
- (b) What is Text Mining? Discuss the applications of text mining in various fields. **07**
- Q.3** (a) Explain Business performance management cycle. **07**  
(b) Explain the various OLAP Operations. **07**
- OR**
- Q.3** (a) Explain the importance of Business Analytics for marketers. **07**  
(b) Define Visual Analytics. Explain various types of charts used in visual analytics. **07**
- Q.4** (a) Write a note on Sentiment Analysis. **07**  
(b) Distinguish between OLTP and OLAP system. **07**
- OR**
- Q.4** (a) Distinguish between Business Intelligence and Business Analytics. **07**  
(b) Define Digital Data. Discuss the various sources of Digital Data. **07**
- Q.5** (a) What is social media analytics? Explain the role of analytics in Facebook. **07**  
(b) Define Big Data? Explain the features of Big Data. **07**
- OR**
- Q.5** (a) Write at note on Snowflake Schema. **07**  
(b) Discuss the importance and applications of Business Analytics in Sales and Marketing. **07**

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