Seat No._____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED SEMESTER-VII-EXAMINATION-SUMMER-2025

Subject Code: 2577101   **Date: 15-05-2025**
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)**	What is a data lake, and how does it differ from a traditional data warehouse?	**07**
	(b)	Define Visual Analytics. Discuss the types of charts and graphs.	**07**
Q.2	**(a)**	Explain application of Business Analytics in Retail Industry	**07**
	(b)	Explain difference between OLAP and OLTP	**07**
		OR	
	(b)	Elaborate the use of BI in telecommunication industry for customer care function.	**07**
Q.3	**(a)**	Explain the technique used by E-commerce industries for cross-selling and up-selling.	**07**
	(b)	What is Business Analytics? Discuss the various types of analytics.	**07**
		OR	
Q.3	**(a)**	Explain Business Performance Management cycle in detail.	**07**
	(b)	Explain the slice and dice operation on data using an example.	**07**
Q.4	**(a)**	Write a note on Sentimental Analysis	**07**
	(b)	Write a note Text Mining with suitable example.	**07**
		OR	
Q.4	**(a)**	Explain how business analytics is helpful in data driven decision making.	**07**
	(b)	List down the various reports used by the Finance Manager and design a dashboard for him.	**07**
Q.5	**(a)**	Discuss the point of differences between Business intelligence and business analytics.	**07**
	(b)	What is Big Data? Explain 5 V'S of big data	**07**
		OR	
Q.5	**(a)**	Explain in detail the use of analytics in healthcare.	**07**
	(b)	What is Data Warehouse? Discuss the characteristics of Data Warehouse.	**07**

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