

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA(INTEGRATED)- SEMESTER– VII EXAMINATION – WINTER 2020

Subject Code:2577101

Date:06/01/2021

Subject Name:Business Analytics

Time:10:30 AM to 12:30 AM

Total Marks: 47

Instructions:

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

Question No.	Question	Marks
Q 1. A	Elaborate the use of BI in telecommunication industry for customer care function.	07
B	Discuss the types of analytics in detail.	07
Q.2 A	Explain the characteristics and sources of Structured, unstructured and Semi-structured data.	07
B	Explain the difference between OLTP and OLAP.	07
Q.3 A	Create Star and Snowflake and constellation Schema for Hospital System.	07
B	Create an ER diagram for a Retails Store – Sales department.	07
Q. 4 A	List down the various reports used by the Finance Manager and design a dashboard for him.	07
B	Explain the data warehouse and its applications.	07
Q. 5 A	Explain the technique used by E-commerce industries for cross-selling and up-selling.	07
B	Elaborate at least 5 practical applications of Big Data	07
Q. 6 A	Write short notes on any 2 <ol style="list-style-type: none">a. Artificial Intelligenceb. Machine Learningc. Business Intelligence	07
B	Explain steps in implementing Data Mining in an organization.	07
Q. 7	Consider COVID-19 situation in India. <ol style="list-style-type: none">1. Identify any one BPM and KPI for COVID-19.2. How arogyasetu app can utilize the users' database for the betterment of an individual.	05

OR

05

- 1 Design a Business Report which state government need to Submit to PM Office over COID-19 (Select type of report and identify section with example).
- 2 Please comment: Analytics helps to manage COVID-19.