

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Integrated - SEMESTER– VII EXAMINATION – WINTER 2022****Subject Code: 2577101****Date: 28/12/2022****Subject Name: Business Analytics****Time: 10:30 am to 01:30 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) Explain the Features and sources of Structured, unstructured and Semi-structured data **07**  
(b) Differential between OLAP and OLTP **07**
- Q.2** (a) What is Business Analytics? Discuss the role of Analytics in Business. **07**  
(b) Define Business Intelligence. Discuss the features of Business Intelligence. **07**  
**OR**  
(b) What is Data Warehouse? Discuss the characteristics of Data Warehouse. **07**
- Q.3** (a) What is Business Analytics? Explain the various types of Business Analytics. **07**  
(b) What is Digital Data? Discuss the various Sources and Storage of Digital data. **07**  
**OR**
- Q.3** (a) Write a note on 'Data Lake'. **07**  
(b) Define Visual Analytics. Discuss the types of charts and graphs. **07**
- Q.4** (a) What is Big Data? Explain the characteristics of big data. **07**  
(b) Explain the Business performance management cycle. **07**  
**OR**
- Q.4** (a) What is social media analytics? Explain the role of analytics in Facebook. **07**  
(b) What is Text mining? Discuss the various application areas of text mining. **07**
- Q.5** (a) Explain Snowflake Schema and Star Schema in detail. **07**  
(b) Explain application of Business Analytics in Hospital Industry. **07**  
**OR**
- Q.5** (a) Write a note on Sentiment analysis. **07**  
(b) Discuss the Data models for OLTP (ER model). **07**

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