

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –VII-EXAMINATION – WINTER-2023

Subject Code:2577101**Date: 02-12-2023****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.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

- Q.1** (a) Explain the role of a data warehouse in the context of Business Intelligence. What are its primary functions? **07**
- (b) What is a data lake, and how does it differ from a traditional data warehouse? **07**
- Q.2** (a) Discuss the key components of BPM and their role in monitoring and improving business performance. **07**
- (b) What is OLAP? Discuss the typical operations performed in OLAP systems. **07**
- OR**
- (b) List and describe some common types of charts and graphs used in business reporting and data visualization. **07**
- Q.3** (a) What is web mining, and what are its primary objectives and challenges? **07**
- (b) What is big data? Discuss 4Vs of Big Data. **07**
- OR**
- Q.3** (a) Describe the key stages of the Business Performance Management (BPM) cycle. How does it help organizations in improving their performance? **07**
- (b) Describe the process of data extraction, transformation, and loading (ETL) in the context of data warehousing? **07**
- Q.4** (a) Describe the key steps in the data mining process, from data preparation to model deployment. **07**
- (b) How can sales and marketing analytics help organizations in optimizing their strategies and increasing revenue? **07**
- OR**
- Q.4** (a) Discuss the primary needs and objectives that drive organizations to adopt Business Analytics practices. **07**
- (b) What is Business Analytics? Discuss the various types of analytics. **07**
- Q.5** (a) What is Digital Data? Discuss the types of digital data. **07**
- (b) Explain the ER (Entity-Relationship) model and its relevance in OLTP systems. **07**
- OR**
- Q.5** (a) Discuss the point of differences between Business intelligence and business analytics. **07**
- (b) Write a Note on Snowflake Schema. **07**
