

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA INTEGRATED- SEMESTER - VII EXAMINATION - WINTER 2025

Subject Code: 2577101

Date: 14-11-2025

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) What are the key differences between Business Intelligence and Business analytics? **07**

(b) Briefly describe the types of Business Analytics and give business example of each type. **07**

Q.2 (a) Describe characteristics of Structured Data and state the benefits of the same. **07**

(b) Data Visualization is the graphical representation of data and information by using Charts, Graphs, Maps, Infographics and so on. **07**
Explain different types of charts used for data visualization with representative diagrams.

OR

(b) Explain what is Data Warehouse and characteristics of Data Warehouse. Also show a diagram of data warehouse showing data sources, data staging, warehousing, data marts and end users. **07**

Q.3 (a) What is Data Mining? Explain the process of data mining with a suitable diagram. **07**

(b) What are the different applications of text analytics? **07**

OR

Q.3 (a) Explain the 5V's of Big Data. **07**

(b) What is the importance of Social Media Analytics in present times? **07**

Q.4 (a) Describe the key stages of Business Performance Management cycle. **07**

(b) What is a Dashboard? Which are the important measures (metrics) you would include in a corporate dashboard meant for top management? (Hint: Period wise Revenue, Profit, Region wise sales, etc.) **07**

OR

Q.4 (a) What are KPIs, and why are they essential in measuring business performance? **07**

(b) Explain the application of Descriptive and Predictive Analytics in Retail Sector. **07**

Q.5 (a) What is Sentiment Analysis? Into which categories you can classify the sentiments of your consumers? What are the sources of data which you can use for performing sentiment analysis? **07**

(b) Explain what is slicing and dicing operations of OLAP. **07**

OR

- Q.5** (a) Which are the important KPIs and measures which you think are important for HR analytics. **07**
- (b) Describe different sources of Unstructured and Semi-Structured data. **07**
