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DECEMBER 2021 - ENDSEM EXAM

T. Y. B. TECH. (COMPUTER ENGINEERING) (SEMESTER - I)

COURSE NAME: PROFESSIONAL ELECTIVE-I

(BUSINESS INTELLIGENCE AND DATA ANALYTICS)

COURSE CODE: CSUA31185B

(PATTERN 2018)

Time: [1 Hr]

[Max. Marks: 30]

Instructions to candidates:

- 1) Answer Q.1 OR Q.2, Q.3 OR Q.4, Q.5 OR Q.6.
- 2) Figures to the right indicate full marks.
- 3) Use of scientific calculator is allowed
- 4) Use suitable data where ever required

Q.1) a) Discuss performance and evaluation measures in Text mining and provide the list of metrics used for the same. [4]

b) Identify different applications of Unstructured Data. [6]

OR

Q2) a) Identify different types of analysis on which Google analytics generate reports. [4]

b) Identify and elaborate different types of Web mining. [6]

Q.3) a) Identify the limitations of connecting Google Sheets to Tableau. [4]

b) Distinguish between Excel and Tableau based on performance, Usage, Security, Business Needs, Purpose and Integration. [6]

OR

Q.4) a) Identify different Visualization tools and describe any one tool in brief. [4]

b) Identify and elaborate various types of graphs in Tableau. [6]

Q.5) a) Justify, how drones are useful as an innovative BI solution in online shopping systems like Amazon. [4]

b) For the following terms with respect to any suitable example, Elaborate [6]

- ABC Analysis
- JUST IN TIME (JIT) Method
- MATERIAL REQUIREMENTS PLANNING (MRP) Method

OR

Q.6) a) Mention various BI model used for Logistic and Supply Chain Management solutions. [4]

b) For Banking application, illustrate following: [6]

1. Credit default risk
2. Concentration risk .