Total No. of Printed Pages: 02

PRN No.	

PAPER CODE U313-235 B (RE)

COURSE NAME: PROESSIONAL ELECTIVE I-BUSINESS INTELLIGENCE AND DATA ANALYTICS

Branch: COMPUTER ENGINEERING

COURSE CODE: CSUA31205B

(PATTERN 2020)

Time: [2 Hrs]

[Max. Marks: 60]

Instructions to candidates:

1) Figures to the right indicate full marks.
2) Use of scientific calculator is allowed
3) Use suitable data wherever required
4) Al questions are compulsory. Solve any two sub questions each from each Question 1 ,2, 3,4,5 and 6 respectively

Q. No.	Question Description	Max. Marks	CO mapped	BT Level
Q.1	a) Distinguish between Operational and Informational data with example.	[5]	CO1	Understand
	b) What are different components in a BI architecture?	[5]		
	c) Explain different factors to consider in BI software.	[5]		
Q2	a) Identify and apply types of Decision Support System for suitable example.	[5]	CO2	Apply
	b) Illustrate different Structured, Semi-structured and Unstructured problems.	[5]		
	c) How Decision Support System is applicable in Agricultural field?	[5]		
Q3.	a) Apply Roll up and Slice operations of OLAP on multidimensional data.	[5]	CO3	Apply
	b) Develop a star schema for Product_Sales data and identify different dimensional tables for the same.	[5]		
	c) Distinguish between OLAP and OLTP for college ERP system.	[5]		

Q.4	a) Apply different steps to analyze unstructured data of E-commerce website.	[5]		
	b) Apply different Text Mining techniques in the area of opinion mining.	[5]	CO4	Apply
	c) What are different types of analysis on which Google analytics generate reports for any website of IT company?	[5]		
Q.5	a) Is it possible to connect Google Sheets with Tableau? Justify your answer.	[5]		
	b) Distinguish between Excel and Tableau based on performance, Usage, Security, Business Needs and Integration.	[5] [5]	CO5	Apply
	c) Illustrate different steps to create dashboard using Tableau.			
Q.6)	a) Use various inventory management functions for the use case like Retail management system or educational institute.	[5]		
	b) Illustrate Supply chain management and logistic with the help of suitable example.	[5]	CO6	Apply
	c) Apply ABC Analysis and minimum safety stock on Medical shop inventory management.	[5]		