UPES

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, April 2018

Program:	B. Tech CSE (BFSI)	**Semester –**	**VIII**
Subject (Course):	Analytics in Banking Industry	**Max. Marks**	**: 100**
Course Code : CSIB424		**Duration**	**: 3 Hrs**
No. of page/s: 3			

Section A **(This section has 5 questions attempt all)**
(Q1.1 to 2.4 each sub question is objective and carry 1 mark each)

1.1 What are the four stages of ASUG BI Maturity Model? **a)** Dictatorship, Anarchy, Democracy and Collaboration **b)** Infant, Child, Young adult and Adult **c)** Analytical, Consultative, Experimental and Strategic **d)** Informative, Elaborative, Exhaustive and Innovative	**1.2** Which following documents are to be included in the BI Vision document ? **a)** Logical Data Architecture and Logical Technology Architecture **b)** Logical BI Architecture and Logical Infrastructure Architecture **c)** b only **d)** a & b both
1.3 Proof of Concept includes which of the following? **a)** Creating Logical System design and database design **b)** Creating Logical database design and data models **c)** Creating Logical System design, database design and data models **d)** Creating Logical System design and data models	**1.4** What are the two types of BI reports? **a)** Development intelligence report and Report documents. **b)** Development documents and analytical documents **c)** Analytical reports and Operational reports **d)** Intelligence reports and Operational reports
2.1 Which of the following are Chart types? **a)** PDF, Excel and Line charts **b)** Line, Images and Area charts **c)** Columns/Bar, Line and Scatter/Bubble **d)** Pie/Doughnut, Area and Images	**2.2** R-J performance score card defines articulating business strategy as - **a)** Customer Sales, Customer Feedback and Customer acquisition **b)** Business model, implementation and evaluation **c)** Market opportunity assessment, market capturing and market making **d)** Implementation, Change management and customer feedback

2.3 What are typical two types of organizational culture? a) Autocratic entrepreneurial b) Autocratic and democratic c) Innovative and entrepreneurial d) Automatic and entrepreneurial	2.4 Two types of BI expanded analytics are a) Descriptive analytics and text mining b)Text and image analytics c) Predictive and descriptive d) Predictive analytics and text mining

True or False:

3.1. BI design is all about knowing about your customers. True/False   **(1 Marks)**

3.2. Business intelligence values are obtained without the help and management of key Stakeholders. True/False   **(1 Marks)**

3.3. A fact table typically has two types of columns: those that contain facts, and those that are foreign keys to dimension tables True/False   **(1 Marks)**

3.4. A vertical bar chart is sometimes called a column bar chart.. True/False   **(1 Marks)**

4.1. The basis of Business Intelligence is not data. True/False   **(1 Marks)**

4.2. A Scatter (XY) Plot has points that show the relationship between two sets of data. True/False   **(1 Marks)**

4.3. Authentication defines the level of access that the user has to the functionality and content. True/False   **(1 Marks)**

4.4. Sizing a BI deployment requires a reasonable degree of planning. True/False **(1 Marks)**

5.1. Radar Chart shows plotting multi-dimensional sets of data using several axis, e.g. compare different aspects of stock like price, volume, price to earning ratio, etc. True/False
          (1 Marks)

5.2. A scorecard is a specific dashboard including Key Performance Indicators (KPIs), usually used on an operational level. True/False   **(1 Marks)**

5.3. Alerts are Used to call the attention of the user to a specific item that has reached a predefined limit. True/False   **(1 Marks)**

5.4. Multi-dimensional data cubes is built by taking data from all the similar businesses in the market. True/False   **(1 Marks)**

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Section B
(Question 6, 7 and 8 are compulsory. Attempt any one question 9 OR 10)

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Fill in the blanks: **(8 X 1.25 marks=10 Marks)**

6.1. Engagement process begins with _____ meetings and initial _____ with the customer

6.2. The BI framework combines data control, _____, ____, statistics integration, facts quality, end person data delivery, information security, etc.

6.3. _____is a conceptual, abstract design

6.4. The most commonly used diagram representing the project schedule is a _____ chart or _____chart.

6.5. _____ are parameters or measures of quantitative assessment used for measurement, comparison or to track performance or production.

6.6. Scorecards are designed to measure progress towards meeting _____, dashboards are only designed for _____of specific activities.

6.7. In a _____, the arc length of each slice (and consequently its central angle and area), is proportional to _____it represents.

6.8. Data series is a collection of related data points _____ and _____ as a graph.

7.1 Explain five key areas of strategy?   **(5 Marks)**
7.2 Illustrate about POC.   **(5 Marks)**

8. Define Metrics. Branding and implementation metrics focus on?   **(10 marks)**
9. Draw and discuss Report authoring task flow   **(10 Marks)**
 OR
10.1 Centralized verses decentralized BI architecture.   **(5 Marks)**
10.2 Describe important points in BI related to Authentication, authorization and access permissions?   **(5 Marks)**

Section C
(Attempt both questions in section C)

11.1 Draw and discuss Kaplan-Norton balanced scorecard.   **(12 Marks)**
Answer one out of 11.2&11.3:
11.2 Analyze limitations to the K-N balanced scorecard.

OR
11.3 List the elements which are common to any graph.   **(8 Marks)**

12. Draw ASUG business intelligence maturity model.   **(20 Marks)**

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　　　　　　　　　　Section A　　　　**(This section has 5 questions attempt all)**
　　　(Q1.1 to 5.4 each sub question carry 1 mark each)

Fill in the blanks:

1.1. Engagement process begins with _____ meetings and initial _____ with the customer

1.2. The BI framework combines data control, _____, ____, statistics integration, facts quality, end person data delivery, information security, etc.

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1.4. The most commonly used diagram representing the project schedule is a _____ chart or _____chart.

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True or False:

3.1. BI design is all about knowing about your customers. True/False 　　　**(1 Marks)**

3.2. Business intelligence values are obtained without the help and management of key Stakeholders. True/False 　　　**(1 Marks)**

3.3. A fact table typically has two types of columns: those that contain facts, and those that are foreign keys to dimension tables True/False 　　　**(1 Marks)**

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5.1. Radar Chart shows plotting multi-dimensional sets of data using several axis, e.g. compare different aspects of stock like price, volume, price to earning ratio, etc. True/False

(1 Marks)

5.2. A scorecard is a specific dashboard including Key Performance Indicators (KPIs), usually used on an operational level. True/False **(1 Marks)**

5.3. Alerts are Used to call the attention of the user to a specific item that has reached a predefined limit. True/False **(1 Marks)**

5.4. Multi-dimensional data cubes is built by taking data from all the similar businesses in the market. True/False **(1 Marks)**

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Section B
(Q6 to 8 are compulsory and attempt one question out or 9 &10)

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6.1 What are the four stages of ASUG BI Maturity Model? **a)** Dictatorship, Anarchy, Democracy and Collaboration **b)** Infant, Child, Young adult and Adult **c)** Analytical, Consultative, Experimental and Strategic **d)** Informative, Elaborative, Exhaustive and Innovative	**6.2** Which following documents are to be included in the BI Vision document ? **a)** Logical Data Architecture and Logical Technology Architecture **b)** Logical BI Architecture and Logical Infrastructure Architecture **c)** b only **d)** a & b both
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6.5 Which of the following are Chart types? **a)** PDF, Excel and Line charts **b)** Line, Images and Area charts **c)** Columns/Bar, Line and Scatter/Bubble **d)** Pie/Doughnut, Area and Images	**6.6** R-J performance score card defines articulating business strategy as - **a)** Customer Sales, Customer Feedback and Customer acquisition **b)** Business model, implementation and evaluation **c)** Market opportunity assessment, market capturing and market making **d)** Implementation, Change management and customer feedback
6.7 What are typical two types of organizational culture? **a)** Autocratic entrepreneurial **b)** Autocratic and democratic **c)** Innovative and entrepreneurial	**6.8** Two types of BI expanded analytics are **a)** Descriptive analytics and text mining **b)**Text and image analytics **c)** Predictive and descriptive **d)** Predictive analytics and text mining

d) Automatic and entrepreneurial	

(8X1.25=10 marks)

7. Explain and show diagrammatically any three:
List report, Crosstab report, Chart report, Map report.   **(10 Marks)**

8. Explain seven types of Chart types. Also give example images.   **(10 Marks)**
9. Draw and discuss Report authoring task flow   **(10 Marks)**

OR

10 List the elements which are common to any graph. Explain Drilling in report.

(10 Marks)

Section C
(Question 11 and 12.1 are compulsory. Out of 12.2 &12.3 attempt only one question)

11. Draw ASUG business intelligence maturity model.   **(20 Marks)**

12.1 Discuss and diagrammatically show Rayport-Jaworski performance dashboard and strategy framework.   **(12 Marks)**

12.2 Also List Six critical steps.

OR

12.3Define Metrics. Branding and implementation metrics focus on?   **(8 Marks)**