UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, April/May 2018

Course: Introduction to Business Analytics (CSBA1001)   Semester: II
Program: B. Tech. CSE + BAO
Time: 03 hrs.   Max. Marks: 100
Instructions: Section A words limit is 60 Words, Section B word limit is 200 Words & Section C word limit is 500 Words. Your answer must relate to question only & detailed according to Marks distribution.

SECTION A			
S. No.		Marks	CO
Q 1	Define Business Analytics. Write advantages of Business Analytics.	4	CO1
Q 2	Define Data Warehouse and Business Intelligence.	4	CO2
Q 3	How Machine Learning can be useful for the society. Write few examples.	4	CO3
Q 4	Mention few applications of Social and Web Analytics.	4	CO4
Q 5	Discuss following terms: 1) Session 2) Bounce rate 3) Conversion rate 4) Bandwidth	4	CO4
SECTION B			
Q 6	Compare different categories of Analytics with their application.	10	CO1
Q 7	Discuss importance of Cloud in Business Analytics. Write essential characteristics of Cloud Computing.	5+5	CO2
Q 8	Explain various steps in KDD process.	10	CO3
Q 9	Compare Social Analytics with web analytics. Explain impact of Social media in Business. OR Compare Social Analytics v/s Mobile Analytics and different types of Mobile operating systems & browsers. Draw layered architecture of Mobile computing.	5+5	CO4
SECTION-C			
Q 10	Discuss future Business Analytics practices due to impact of web, social and mobile analytics. Write challenges & risk associated with web, social and mobile analytics with help of real time scenarios. Discuss how E-Commerce companies are changing the traditional legacy marketing techniques with the help of BAO.	7+7+6	CO1, CO2, CO4
Q 11	As per IBM Think Tanks CAMSS (Cloud, Analytics, Mobile, Social & Security) is future for IT companies, (a) As a BAO domain expert, what role you define for yourself. (b) Draw the importance of BAO in Cloud, Big Data, Artificial Intelligence, Machine Learning, NLP (Neural Language Processing), HealthCare Image Processing. (c) Write IBM Applications or Tools used for three category of Business Analytics. OR Automation in Industries is today biggest challenge for basic skill holder, how it can be turned into an opportunity with the skill of Tools/Applications/Software of (a) BAO (b) Web & Social Analytics (c) Data Analytics & Machine Learning.	6+8+6	CO1, CO2, CO3, CO4.

Name:

Enrolment No:

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S. No.		Marks	CO
Q 1	Define need of optimization in business analytics.	4	CO1
Q 2	Write importance of Business Intelligence in Industries.	4	CO2
Q 3	Compare CRISP-DM and KDD Model of data mining.	4	CO3
Q 4	Define mobile application and its importance.	4	CO4
Q 5	Write any three basics of mobile computing.	4	CO4
	SECTION B		
Q 6	Explain Business analytics reference architecture.	10	CO1
Q 7	Differentiate OLTP with OLAP with examples.	10	CO2
Q 8	Explain various phases in CRISP-DM.	10	CO3
Q 9	What are smartphones and mention technologies used in smartphones? OR Draw layered architecture of Mobile computing. What is WAP?	10	CO4
	SECTION-C		
Q 10	What is Business Intelligence? Elaborate its various components & Architecture.	10+10	CO1, CO2.
Q 11	What is Predictive analytics? How Predictive Analytics is used in Web & Social Analytics? OR What is Data Mining? Explain Data Mining various stages in KDD process model. Explain the need of Web, Social & Mobile Analytics	10+10	CO3, CO4