

Name:	
Enrolment No:	

## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

**Online End Semester Examination, Dec 2020**

**Programme Name: B. Tech. CSE All Branches (ECRA)**

**Semester : V**

**Course Name : Retail Analytics**

**Time : 03 hrs**

**Course Code : CSER 303**

**Max. Marks : 100**

**Nos. of page(s) : 2**

### SECTION A

**1. Each Question will carry 5 Marks**

**2. Instruction: Complete the Statement/ Select the correct answer(s)**

S. No.	Question	Marks	CO
Q 1	Which of the following are applicable to Gestalt Principles of visual perception to dashboards? a) Proximity, Minimality, Continuity b) Similarity, Continuity, Proximity c) Similarity, Minimality, Enclosure d) Closure, Differentiation, Connection	5	CO3
Q2	In most cases, _____ are being used for monitoring company's progress in achieving predefined goals.	5	CO1
Q3	The science of providing an insight into the data is known as _____	5	CO1
Q4	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	5	CO3
Q5	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	5	CO4
Q6	What are the typical two types of organizational culture? a) Autocratic and Entrepreneurial b) Autocratic and Democratic c) Innovative and Entrepreneurial d) Automatic and Entrepreneurial	5	CO5

### SECTION B

**1. Each Question will carry 10 Marks**

**2. Instruction: Write short/ brief notes**

Q7	Explain about the various types of graphs?	10	CO2
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Q8	Explain about the system sizing, measurement and dependencies in detail	10	CO4
Q9	Explain about the risk management and mitigation in detail	10	CO3
Q10	What is OLAP. Explain the operations of OLAP	10	CO1
Q11	Explain about the various types of dashboard with example	10	CO2
<b>SECTION-C</b>			
<b>1. Each Question will carry 20 Marks</b> <b>2. Instruction: Write long answer</b>			
Q12	Explain about the phased and incremental BI roadmap. Briefly explain about the concept of BI architecture alternatives	20	CO5