


Name:			
Enrolment No:			
UPES End Semester Examination, December 2023			
Course: Introduction to Business Analytics Program: B.Tech CSE(H+NH) Data Science Course Code: CSBA2012		Semester: III Time: 03 hrs. Max. Marks: 100	
Instructions: All questions are compulsory.			
SECTION A (5Qx4M=20Marks)			
Q1	Explain the need of big data in the field of analytics.	Marks	CO
Q2	Define redundancy analysis.	4	CO1
Q3	Differentiate between descriptive analysis and predictive analysis.	4	CO4
Q4	State the four features of Tableau.	4	CO3
Q5	Elaborate prescriptive analysis with the help of an example.	4	CO2
SECTION B (4Qx10M= 40 Marks)			
Q6	Elucidate Rayport and Jaworski Model.	10	CO4
Q7	Explain IBM 5 stages of analytical maturity model.	10	CO3
Q8	State “Business Intelligence” and the benefits & barrier of big data analytics.	10	CO1
Q9	Elaborate the five key areas of BI strategy. Or Define discriminatory analysis. Describe its working and applications	10	CO2
SECTION-C (2Qx20M=40 Marks)			
Q10	Explain the role of business intelligence in formulating the corporate strategy of the company. Justify with example. Or Describe BI components and architecture. Recommend your approach to design a data architecture that meets the needs of an organization.	20	CO5
Q11	Explain how the potential of business analytics has been leveraged by LinkedIn for its operations. Support your answer with suitable examples.	20	CO4