

Total No. of Questions :10]

SEAT No. :

P3452

[5670] - 728

[Total No. of Pages :2

B.E. (Information Technology)

BUSINESS ANALYTICS AND INTELLIGENCE

(2015 Pattern) (Semester-I) (Endsem.) (Elective-I) (414456E)

Time :2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8., Q.9 or Q.10.
- 2) Neat diagram must be drawn wherever necessary.
- 3) Assume suitable data if necessary.

Q1) a) What is computerized DSS and what are the benefits of using computerized DSS by the manager. **[5]**

b) What is the role of mathematical model in BE? Explain. **[5]**

OR

Q2) a) What are various business reports that are used to do business related decisions? Explain the structure of business reporting system. **[6]**

b) What is DSS? Explain various decision making styles. **[4]**

Q3) a) What is data visualization? What are the categories of data visualization **[6]**

b) What are various challenges to visualize Big data **[4]**

OR

Q4) a) What is dashboard? Explain Analytical and operational dashboard. **[6]**

b) What are various attributes metrics that are usually included in dashboard design **[4]**

Q5) a) Define Business Performance management? Explain 4 steps closed loop process of BPM **[8]**

b) Define performance management system? What is the Role of KPI in achieving the goals of organizations **[8]**

OR

P.T.O.

- Q6)** a) What is six sigma? Explain six sigma DMAIC performance model. [8]
b) Define OLAP. Explain ROLAP and MOLAP architecture. [8]

- Q7)** a) What are various functional modules of ERP System? Explain characteristics of ERP system. [10]
b) What is business Analytics? What are various forms of BA that are in commercial practice. [8]

OR

- Q8)** a) What are various factors that can impact BI maturity within organizations? Explain them. [8]
b) Explain BI Applications in Fraud Detection. [10]

- Q9)** a) What is open source BI? what are the benefits of open source BI tools? Explain them [8]
b) Explain social BI system. [8]

OR

- Q10)** a) Explain BI application in customer Relationship management [8]
a) Differentiate between Business Intelligence and Business Analytics [8]

