

Total No. of Questions : 6]

SEAT No. :

P5819

[Total No. of Pages : 1

BE/Insem./Oct.-601
B.E. (Information Technology)
BUSINESS ANALYTICS AND INTELLIGENCE
(2015 Pattern) (Semester - I) (Elective - I)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates:

- 1) *Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Assume suitable data if necessary.*

- Q1)** a) Explain the four stages of Simon's decision making process. [6]
b) Explain the role of decision support system with its main components. [4]

OR

- Q2)** a) What is the role of computerized support for decision making. [4]
b) Explain various decision making styles. [6]

- Q3)** a) Explain descriptive, predictive and prescriptive types of data analytics. [4]
b) Define OLAP. Explain different types of OLAP and their applications. [6]

OR

- Q4)** a) Define BI. Explain the main components of BI platforms. [4]
b) Explain building blocks of Business reports and its types. [6]

- Q5)** a) Explain the job responsibilities of BI analysts for creating data visualizations. [6]
b) Explain the types of basic and composite charts. [4]

OR

- Q6)** a) What are different types of data that can be visually represented? [4]
b) What are different types of dashboards, and list the attributes of metrics usually included in dashboards. [6]

