

Lamrin Tech Skills University Punjab
University School of Engineering
Program: B.Tech CSE MST-I September 2024
Semester: 3rd
Course Title: Introduction to Data Analytics
(UGCS-209)
Time: 1.5 hrs Max. Marks: 25

INSTRUCTIONS TO CANDIDATES

1. SECTION-A is Compulsory carrying one mark each.
2. SECTION-B you have to attempt 3 questions carrying 4 marks each.
3. SECTION-C you have to attempt 1 question carrying 8 marks each.

Section-A (5x1=5)

Q1.

- (i) Explain in brief the concept of Optimization.
- (ii) _____ is subject oriented, integrated, time-variant, nonvolatile collection of data in support of management decisions.
- (iii) What are the challenges of data creation?
- (iv) What is the IBM 5 stages of analytical maturity model?
- (v) Differentiate between qualitative and quantitative data.

Section-B (3x4=12)

Q2. What are Business Analytics? Explain the various types of Business Analytics in detail with suitable example.

Q3. What is the difference between OLAP and OLTP?

Q4. Explain IBM Technology Portfolio for BAO.

Q5. Explain in detail the industry use cases for Business Analytics.

Q6. Explain Essential Capabilities of BAO.

Section-C (1x8=8)

Q7. What is machine learning? Explain in detail the various types of Machine Learning with their application areas.

Q8. Explain in detail the Data warehouse architecture. How data warehouse is different from data mart?

***** All The Best *****