

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 *****