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## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Mid Semester Examination – May, 2017

Program/course: MBA-BA

Subject: Business Intelligence

Code : MBABA847

No. of page/s: 1

Semester –

**II**

Max. Marks : 100

Duration : 3 Hrs

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### Section A

Based on the case study attached please answer the following questions.

1. What does SCI Ontario do and how would you assist SCI Ontario in its leadership role. (10 Marks)
2. What is the purpose of dashboard and what makes a good dashboard. (20 marks)
3. How would you deal with the problems facing Lynne-Davies as senior manager, marketing and communications? (20 Marks)

### Section B

Based on the datasheet attached please answer the following questions. (50 Marks)

1. Create meaningful dashboard out of the datasheet given which could be utilized by senior management.