

Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Business Intelligence	Semester: V
Program: BBA Analytics & Big Data	Time 03 hrs.
Course Code: STGM 3006	Max. Marks: 100

SECTION A

- 1. Each Question will carry 2 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Questions	CO
Q1	What is Data-Based Knowledge? a) Knowledge derived from data through the use of Business Intelligence Tools and the process of Data Warehousing b) Knowledge derived from data through the use of Business Intelligence Tools c) Knowledge derived from data only d) Both a and c	CO1
Q2	Which of the following are the benefits or use of BI? a) With BI, firms can identify their most profitable customers b) Quickly detect warranty-reported problems to minimize the impact of c) Data mining d) Both a and b	CO2
Q3	Which of the following are direct benefits of Business Intelligence? a) Decision making b) Delivers data mining functionality c) Artificial intelligence d) All of the above	CO3
Q4	Which of the following BI technique can predict the value for a specific data item attribute? a) Predictive modeling b) modeling c) Predictive value d) Association	CO3
Q5	Mention the five modules of Business Intelligence as discussed in class.	CO1
Q6	Mention the four predictive data mining models and the four descriptive data mining models.	CO4
Q7	Mention five Microsoft BI tools.	CO2
Q8	Name the two types of KPI.	CO4

Q9	How is Business Intelligence different from Business Analytics? Mention one difference.	CO2
Q10	Mention the five key stages of Business Intelligence.	CO4
SECTION B 1. Each Question will carry 5 Marks 2. Instruction: Write short or brief notes		
Q11	What is data mining? Explain the steps involved in data mining.	CO3
Q12	Draw and explain the star schema model and the snowflake model used in data warehousing.	CO4
Q13	What are the benefits of SKU rationalization for marketing analytics with business intelligence?	CO4
Q14	Differentiate between data warehousing and data lake.	CO2
SECTION C 1. Each Question will carry 10 Marks 2. Instruction: Write medium answers		
Q15	Define the term 'changing data types' in Power BI. Explain with an example.	CO1
Q16	What data sources can Power BI connect to?	CO1
Q17	What are the building blocks in Power BI? OR What are the different types of filters in Power BI reports?	CO4
SECTION D 1. Each Question will carry 15 Marks 2. Instruction: Write long answers		
Q18	Explain ten challenges of Business Intelligence faced by industries. OR Briefly explain the steps involved in the Business Intelligence system.	CO4
Q19	Define or list the differences between OLAP and OLTP.	CO3