Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER II – EXAMINATION – SUMMER 2018

Subject Code: 3529201   **Date:01/06/2018**
Subject Name: BUSINESS ANALYTICS (BA)
Time:10:30 AM To 01:30 PM   **Total Marks: 70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1		Answer the following	**14**
	(a)	What is Business Analytics?	
	(b)	Define Business Intelligence.	
	(c)	Explain with suitable example the concept of Big data.	
	(d)	What is machine learning?	
	(e)	State difference between OLAP and OLTP.	
	(f)	What is data mining? Provide an appropriate example.	
	(g)	Categorize and explain various information users.	
Q.2	**(a)**	Explain various needs of business analytics in today's scenario. Also discuss in brief various components of business analytics.	**07**
	(b)	Explain how information technology is used to innovate business process and operations.	**07**

OR

	(b)	Explain how business analytics is helpful in data driven decision making.	**07**
Q.3	**(a)**	What is digital data? Explain various types of digital data. Also give few examples of how data are used in business.	**07**
	(b)	Define OLAP. Explain different types of OLAP.	**07**

OR

Q.3	**(a)**	Define OLTP with example? Explain various data models for OLTP and OLAP.	**07**
	(b)	Explain in detail component framework of Business Intelligence.	**07**
Q.4	**(a)**	Explain the development methodology for developing an analytical application.	**07**
	(b)	Explain how analytics provides competitive advantages in business functions of IT and Sales & Marketing.	**07**

OR

Q.4	**(a)**	What are the business goals of using social media? Explain how to design and develop a social media analytics application.	**07**
	(b)	Explain in detail the use of analytics in healthcare.	**07**

Q.5   In today's economy, managing information is critical to the success of a business. Supply-chain management, mass customization, business intelligence, and data mining are all key drivers of a successful business, and all require the effective management of large volumes of information using technology systems. Technology impacts and assists the growth of practically every industry in the present age. Service industry too isn't insulated from its effects. Taste of India is a very well know concept restaurants chain head quartered in India. It started its operations in the year 1995 in India, USA and UK. Taste of India restaurant does not currently utilize information technology in their business operations due to which they face many challenges. The main challenges that the restaurant face, from an information technology and company performance management perspective, include: problem of advertisement, order management, customer satisfaction. The problem of management of office document is also one of the major problems faced by the Restaurant. Company performance has been measured and managed through excel, with differing approaches and understanding across the various business units and countries. There is now a distributed management team and goals and tracking of goals and objectives is not transparent. There are a growing number of employees involved in developing reports and clarifying reporting / report definition ambiguities across the restaurant. Country and business Unit performance is difficult to compare and overall restaurant performance is also difficult to measure and forecast. Taste of India now decided to make use of information technology to eliminate the above mentioned problem and to computerize their business operations.

07

(a)   With the above stated problem provide appropriate solutions for:
1) How the restaurant can use the web presence?
2) How the restaurant can utilize information technology for managing office documents and tasks?
3) How the restaurant can improve the personal productivity of the employee?
4) How the restaurant will manage various data of their business operations?

(b)   Restaurant also made decision of using Business Intelligence. Identify and explain how business intelligence will help the restaurant in decision making at all levels.   **07**

OR

Q.5   (a)   Explain how restaurant will use business intelligence for maintaining relationship with customers.   **07**

(b)   Identify various unstructured, semi – structured and structured data for the restaurant. Also suggest a way to add some structure to data that is being collected and stored in an unstructured format.   **07**

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