

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Third Semester (IT) Examination October 2015

Subject	Business Intelligence & Analytics		
Roll No.	Odd	Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	27.10.2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Business intelligence (BI) is no longer an initiative just for IT. It's become the strategic initiative for the entire organization, for both IT and the business. Elucidate with an example.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Write short notes on:

- a) Data Marts
- b) Operational Data
- c) Data reliability

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is a data warehouse?
- b) Describe the ETL process.
- c) What is a heat map? How is it useful in data analysis?

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How would you develop a Business intelligence implementation roadmap?
- b) Explain the term Data Mining.
- c) Explain the terms lead and lag information.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain cluster analysis diagrammatically.
- b) What is private data? Give 2 examples.
- c) What is the SWAT iteration framework?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are Key performance indicators? Explain with 2 examples.
- b) What is predictive analytics? How does data mining help predictive analytics?
- c) What are data sources? Name five data sources for an online gift store.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are cross sell models and up sell models?
- b) Write short notes on Service oriented architecture.
- c) What is a Business Intelligence Competency Center?