

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 2 – • EXAMINATION – SUMMER 2019**

**Subject Code: 4529201****Date: 09/05/2019****Subject Name: Business Analytics (BA)****Time: 10:30 AM To 1:30 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 (a) Answer the following questions. 14

- A. Business Analytics
- B. Business Intelligence
- C. Big Data
- D. KPI
- E. Dash board
- F. Visual Analytics
- G. Data Lake

Q: 2 (a) Explain types of business analytics with necessary examples. 7

(b) Explain difference between OLTP and OLAP. 7

OR

(b) Explain difference between Business Intelligence and Business Analytics. 7

Q: 3 (a) Define various types of Digital data and also discuss the sources of these digital data. 7

(b) Recently due to internet and smart mobile availability, majority of the peoples are using whatsapp, Snapchat, tinder and other mobile apps to communicate with each other. Explain the various text analysis and text mining strategies used by the users and service provider. 7

OR

(a) What is social media analytics? Explain the role of analytics in Face book. 7

(b) You are newly recruited team leader in a leading consultancy firm and you are assigned a team of 15 members. As a team leader which types of business reporting and visualization tools you will use to report the higher authority. 7

- Q: 4 (a) What is business performance management? Explain performance management cycle with necessary examples. 7
- (b) Today India becomes one of the leading medical tourism hubs in world. Majority of the world people are coming to India to avail different medical facilities at lower cost and high quality. Explain how business intelligence and analytics will be useful in health care sector. 7

OR

- Q: 4 (a) What is big data? Explain characteristics of big data. 7
- (b) Today majority of the business and transactions are doing online. People are ready to give their information (i.e., email, phone number, address) to various websites. How the web mining will be useful to various e companies to enhance their business. 7

Q: 5

Among a diverse landscape of messaging apps, WhatsApp stands out as one of the most popular: in 2018, WhatsApp reported more than 450 million daily active users, and it has been downloaded and installed by over 1.2 billion people worldwide. WhatsApp provides fast, simple, and secure services at no cost, allowing users to send text messages, voice messages, pictures, documents and other files as well as place voice calls and video calls to other WhatsApp users, all for free. It is expected that the unstructured data generated by WhatsApp alone will double in volume within the next 4 years.

Though useful for private communications, WhatsApp is also being used by employees, and by even some organizations for business related communications. Part of WhatsApp's popularity may be attributed to its meticulous design; it delivers an intuitive user experience where things "just work." Users are able to send messages and manage complex communications with speed and ease. When integrated into the workplace, WhatsApp can enhance employee productivity.

However, it also brings many challenges to records management professionals to manage information residing in the application and to meet compliance requirements, for it is not designed with compliance in mind. It takes time before a recordkeeping solution vendor can catch up with the fast development of technologies and make a proper solution available in the market to manage WhatsApp records.

For most users, their concern is probably how to make the best use of technical tools to support their business efficiency and effectiveness. They are less concerned about the compliance issues and risks the use of the application might bring. They may focus on achieving their goals on behalf of the organization, but they may not be aware that in the process of doing so, they risk compromising the recordkeeping, accountability and sensitive information protection of their organization that may bring irreversible reputational damage to the organization.

- a) Explain the major tasks of analytics employed in Whatsapp. 7
- b) Can analytics helps to identify the unstructured data transferring in whatsapp? 7  
If yes, which type of unstructured data can be identified?

OR

- a) How whatsapp can utilize the users' database for the betterment of their business. 7
- b) Explain various record management considerations for data processing. 7

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