

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -II– EXAMINATION – WINTER 2021

Subject Code: 4529201

Date: 02-03-2022

Subject Name: Business Analytics

Time: 02:30 PM TO 05:30 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 questions: 14
1. Business Intelligence.
 2. Dash Board.
 3. Big Data.
 4. Data lake.
 5. State difference between OLAP and OLTP.
 6. What is Data Mining? Provide an appropriate example.
 7. KPI
- Q.2 (a)** Explain various needs of business analytics in today's scenario. Also discuss in brief various components of business analytics. 7
- (b)** Explain difference between Business Intelligence and Business Analytics. 7
- OR**
- (b)** Explain how information technology is used to innovate business process and operations. 7
- Q.3 (a)** 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
- (b)** What is social media analytics? Explain the role of analytics in Face book. 7
- OR**
- Q.3 (a)** What are the advantages and disadvantages of data warehousing? 7
- (b)** Discuss the emergence of data visualisation and visual analytics. 7
- Q.4 (a)** What is business performance management? Explain performance management cycle with necessary examples. 7
- (b)** Explain in detail the use of analytics in healthcare. 7
- OR**
- Q.4 (a)** What is Business reporting? Also explain the main components of Business Reporting System? 7
- (b)** Write a short note on : 7
1. Data Mining Process
 2. Machine Learning
- Q.5** In today's economy, managing information is critical to the success of a business. Supply-chain management, mass customisation, 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 utilise 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 computerise their business operations.

- Q.5 (a)** With the above stated problem provide appropriate solutions for: 7
1. How the restaurant can use the web presence?
 2. How the restaurant can utilise 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. 7
- OR**
- Q.5 (a)** Explain how restaurant will use business intelligence for maintaining relationship with customers. 7
- (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. 7
