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SEAT No. :

P5819

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**BE/Insem./Oct.-601**  
**B.E. (Information Technology)**

**BUSINESS ANALYTICS AND INTELLIGENCE**

**(2015 Pattern) (Semester - I) (Elective - I)**

*Time : 1 Hour]*

*[Max. Marks : 30*

*Instructions to the candidates:*

- 1) *Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Assume suitable data if necessary.*

- Q1)** a) Explain the four stages of Simon's decision making process. [6]  
b) Explain the role of decision support system with its main components. [4]

OR

- Q2)** a) What is the role of computerized support for decision making. [4]  
b) Explain various decision making styles. [6]

- Q3)** a) Explain descriptive, predictive and prescriptive types of data analytics. [4]  
b) Define OLAP. Explain different types of OLAP and their applications. [6]

OR

- Q4)** a) Define BI. Explain the main components of BI platforms. [4]  
b) Explain building blocks of Business reports and its types. [6]

- Q5)** a) Explain the job responsibilities of BI analysts for creating data visualizations. [6]  
b) Explain the types of basic and composite charts. [4]

OR

- Q6)** a) What are different types of data that can be visually represented? [4]  
b) What are different types of dashboards, and list the attributes of metrics usually included in dashboards. [6]

