

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN 

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Course Code 

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Third Semester MBA Degree Examinations, May /June 2023

**DATA ANALYTICS FOR MANAGERS**

Duration: 3 hrs

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Question No. 1 to 7  
 2. Question No. 8 is compulsory  
 3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO: PO)</u>
1.	a. Define facts.	03	(1: 2: 2)
	b. Explain differences between structured and unstructured data.	07	(2: 3: 2)
	c. Explain the data processing chain.	10	(2: 1: 1)
2.	a. Define line chart.	03	(1: 4: 4)
	b. Discuss database systems with data warehousing systems.	07	(2 :1: 1)
	b. Discuss the data quality best practices.	10	(3 :3: 2)
3.	a. Define Dundas BI.	03	(1: 5: 4)
	b. Discuss multi-dimensional data visualization.	07	(3 :4: 4)
	c. Explain the main components of data warehouse.	10	(2: 2: 2)
4.	a. Define Pattern.	03	(1: 1: 1)
	b. Discuss Power BI and Zoho analytics.	07	(3 :5: 4)
	c. Discuss i) Pentaho ii) Business Objects iii) Tableau.	10	(3 :4: 4)
5.	a. Define Data Lake.	03	(1: 3: 2)
	b. Mention the importance of data visualization.	07	(2 :4: 4)
	c. Explain the star schema and snowflake scheme.	10	(2 :2: 2)
6.	a. Define Gantt Chart.	03	(1: 4: 4)
	b. Discuss BI applications in Education, Retail.	07	(3 :1: 1)
	c. Explain the benefits and use cases of modern BI.	10	(2: 3: 2)
7.	a. Define dashboarding system.	03	(1: 1: 1)
	b. Mention the differences between OLTP and DW.	07	(2: 2: 2)
	c. Discuss i) Bubble Chart ii) Word Cloud.	10	(3 :5: 4)
8.	Explain the decision tree construction.	20	(3: 5: 4)

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