

SHRI RAMSWAROOP MEMORIAL UNIVERSITY

End Semester Examination (2021-22)-Odd Semester

BBA (Business Analytics)- I Year (I Sem)

Course Name: Analytics for All

Code: BMG1701

Time: 02 Hours

Max Marks: 60

University Roll No.

(To be filled by the Student)

Note: Please read instructions carefully:

- The question paper has 03 sections and it is compulsory to attempt all sections.
- All questions of Section A are compulsory; questions in Section B and C contain choice.

Section A: Very Short Answer type Questions		BL	CLO	Marks
Attempt all the questions.				(10)
1.	Differentiate between deck and tab control.	BL2	CLO2	02
2.	Define the term IBM Cognos Reporting tool.	BL1	CLO1	02
3.	Explain the term RAVE Visualization.	BL2	CLO2	02
4.	Describe the function of Group/Ungroup in Toolbar.	BL2	CLO2	02
5.	List the various ways to run report in IBM Cognos.	BL1	CLO1	02
Section B: Short Answer Type Questions		BL	CLO	Marks
Attempt any 03 out of 05 questions.				(30)
1.	Describe the concept of filters. How many types of filters are used in IBM Cognos? Explain using examples.	BL3	CLO1	10
2.	Write down the the steps to create a List using Team content\Samples\Data\Sample Data Module with the following items i.e. Product line, Product Type, Product, Revenue. a) Group Product Line , Product Type b) Add Summary to Revenue c) Create List Header with Font Size(16), Font Style(Italic) d) Add layout calculation	BL3	CLO3	10
3.	Explain the term OLAP and explain Roll Up, Drill Down, Slice and Dice & Pivot with example.	BL4	CLO3	10
4.	Illustrate the term IBM Cognos Analytics along with use of active reports over blank reports.	BL3	CLO4	10
5.	Explain the difference between conditional formatting and explorer with examples.	BL4	CLO4	10

Section C: Long Answer Type Questions/Case Study Attempt any 01 out of 04 questions.		BL	CLO	Marks (20)
1.	Write down the steps to achieve tooltip by including below given information. "Management would like a product revenue report to include additional information such as product descriptions and the years included in the revenue value displayed. This information is only supplementary, however, and should not be added directly to the report layout", using following ways to create tooltip: a) Create a tooltip from a report expression b) Create a tooltip from a data item	BL6	CLO3	20
2.	Describe bursting report with an appropriate example.	BL3	CLO2	20
3.	Summarize the steps for creating a Data deck with traditional charts.	BL5	CLO4	20
4.	Write down the steps of crosstab report. How to define the measures as conditional and set the display property for each value?	BL2	CLO4	20
