

End Semester Examination (2021-22)-Odd Semester

MBA (Business Analytics) – I Year (I Semester)

Course Name: Analytics for All

Code: MMG1701

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. | What do you mean by data analytics? | BL1 | CLO1 | 02 |
| 2. | Explain various types of report that are there in Cognos. | BL2 | CLO1 | 02 |
| 3. | Differentiate structured and unstructured data. | BL2 | CLO1 | 02 |
| 4. | Explain the term Static and data-driven Decks. | BL2 | CLO4 | 02 |
| 5. | Differentiate between Business Analytics and Business Intelligence. | BL2 | CLO1 | 02 |
| Section B: Short Answer Type Questions | | BL | CLO | Marks |
| Attempt any 03 out of 05 questions. | | | | (30) |
| 1. | Distinguish between data analysis and data analytics, using suitable examples. | BL4 | CLO1 | 10 |
| 2. | Outline the term IBM Cognos Analytics. Explain the use of active reports over blank reports. | BL2 | CLO3 | 10 |
| 3. | Explain the steps to create a report that focuses on product lines that have generated revenues greater than \$1 billion, using summary filter. | BL4 | CLO2 | 10 |
| 4. | Define prompts? Explain any 3 different type of Prompt and elaborate them with example. | BL3 | CLO3 | 10 |
| 5. | Explain 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) Create List Header with Font Size (16), Font Style (Italic) b) Add layout calculation | BL4 | CLO1 | 10 |

| Section C: Long Answer Type Questions. Attempt any 01 out of 04 questions. | | BL | CLO | Marks (20) |
|---|---|-----------|------------|-----------------------|
| 1. | Explain the term Data Modules and its working with external data set. How data modules help to create a visualization report? | BL5 | CLO2 | 20 |
| 2. | What is ETL? Explain Extract, Transform, Load in detail with example. | BL1 | CLO1 | 20 |
| 3. | Explain the steps to create: a) Crosstabs (Complex Cross Tabs) b) Clustered Column Charts | BL2 | CLO2 | 20 |
| 4. | Explain the steps to create an Active Report using RAVE visualizations. | BL4 | CLO4 | 20 |
