

No Preview  
Available

Total No. of Question : [4]

Registration No. :

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**Programme Name : Computer Science & Engineering(DS)**  
**Regular B.Tech.Final Year (A.Y.2023-24) ESE Sem. VII Nov.2023**  
**VII SEMESTER ( 2020 BATCH)**  
**201DSL403-Business Analytics(TH)**

Duration : [ 02:00 PM - 04:00 PM ]

Date : 28 Nov, 2023

Day : Tuesday

Marks : 50

**Instructions :**

**(Q1) All Questions are compulsory.** [20.0]

**(1.1)** [6.0]

**Explain the Spreadsheet and Its Fundamentals.**

**CO :- 405.1**

**Blooms Taxonomy :- Understand**

**(1.2) What is data visualization? What are the advantages and disadvantages of data** [7.0]

**visualization?**

**CO :- 405.2**

**Blooms Taxonomy :- Understand**

**(1.3) Describe business analytics with its types in detail.** [7.0]

**CO :- 405.1**

**Blooms Taxonomy :- Understand**

**(Q2) All Questions are compulsory.** [10.0]

**(2.1) Differentiate between datawarehouse and data lake.** [4.0]

**CO :- 405.3**

**Blooms Taxonomy :- Understand**

**(2.2) What is data integration? Describe different data integration techniques in detail.** [6.0]

**CO :- 405.3**

**Blooms Taxonomy :- Understand**

**OR [ 2.2 / 2.3 ]**

(2.3) Enlist and explain various data warehousing tools in detail. [6.0]

CO :- 405.3

Blooms Taxonomy :- Understand

(Q3) All Questions are compulsory. [10.0]

(3.1) Differentiate between power BI and Tableau. [3.0]

CO :- 405.5

Blooms Taxonomy :- Apply

(3.2) Draw and explain Power BI Architecture in detail. [7.0]

CO :- 405.5

Blooms Taxonomy :- Apply

**OR [ 3.2 / 3.3 ]**

(3.3) What are the different types of filters in Power BI reports? [7.0]

CO :- 405.5

Blooms Taxonomy :- Apply

(Q4) Attempt any two out of three questions. [10.0]

(4.1) What are case study fields use to prepare HR Analytics [5.0]

CO :- 405.5

Blooms Taxonomy :- Apply

(4.2) What are case study fields use to prepare Financial Analytics. [5.0]

CO :- 405.5

Blooms Taxonomy :- Apply

(4.3) What are case study fields use to prepare Marketing Analytics. [5.0]

CO :- 405.5

Blooms Taxonomy :- Apply

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