

PRN No.	
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PAPER CODE	U315-234B (B3B)
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**(AY:2025-26) December 2025 (ENDSEM) EXAM
TY (SEMESTER - I)**

**COURSE NAME: Business
Intelligence and Data Analytics**

**Branch: Computer
T.Y (Pattern 2023)**

COURSE CODE: CSUA31234B

Time: [1Hr 30 Min]

[Max. Marks: 40]

(*) Instructions to candidates:

- 1) Figures to the right indicate full marks. Use of scientific calculator is allowed
- 2) Use suitable data wherever required
- 3) All questions are compulsory. Solve any two sub question each from Questions 1 and 2
- 4) Solve any one sub question (2 marks) from Questions 3 ,4 ,5 and 6 and sub question of 4 marks is compulsory from questions 3,4,5,and 6

Q. No.	Question Description	Max. Marks	CO mapped	BT Level
Q.1	a) List and briefly explain any three opportunities provided by Business Intelligence (BI).	[4]	1	Understand
	b) Identify the factors responsible for a successful BI project.	[4]	1	Apply
	c) Explain common obstacles to Business Intelligence implementation in organizations.	[4]	1	Analyze
Q2	a) Describe the Decision-Making Process with its key stages.	[4]	2	Understand
	b) List and describe any two techniques used in DSS.	[4]	2	Apply
	c) Classify the types of Decision Support Systems based on functionality.	[4]	2	Analyze
Q3	a) Define a Data Warehouse. Explain its purpose and importance in decision-making. OR	[2]	3	Understand
	b) Explain the key characteristics of a Data Warehouse.	[2]	3	Understand
	c) Explain the types of OLAP systems (ROLAP, MOLAP, and HOLAP) and state one application of each.	[4]	3	Apply
Q4	a) Differentiate between Web Mining and Text Mining. OR	[2]	4	Understand
	b) List and explain major Social Media Platforms used in analytics.	[2]	4	Understand
	c) Discuss applications of Web and Social Media Analytics in business.	[4]	4	Apply

Q.5	a) Describe any four basic charts used in Tableau with their applications.	[2]	5	Understand
	OR			
	b) What is a Dashboard in Tableau?	[2]	5	Understand
	c) Explain how filters and parameters enhance Tableau dashboards.	[4]	5	Apply
Q.6	a) What is Supply Chain Analytics, and how does it help in managing demand uncertainty?	[2]	6	Understand
	OR			
	b) Mention two applications of BI in supply chain and logistics analytics.	[2]	6	Understand
	c) Describe the steps to design an optimal supply chain strategy using a case study approach.	[4]	6	Apply