

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (Elective) Sixth Trimester (Batch 2017-2019)

Subject: Business Intelligence
(End Term examination)

Maximum Marks: 25

Time : 2 Hours
Date: 19/04/2019

Notes:

- 1. Question No. 1 is compulsory.**
- 2. Answer any 3 question from Question 2 to Question 6.**

Q.1
(10)

Toyota Automobile Company facing issues in absence of analytics system (business intelligence) in place. Please suggest solution to overcome from below mentioned each problem statements.

- “Departments regularly failed to share information, and, by the time they did generate so-called "actionable" reports, it was often already too late.”
- “There were overlapping reporting systems, we couldn't be certain that any of the data was accurate, and nothing was giving me a good picture of what was going on. I couldn't get information while we were doing business.”
- “If just one individual made a data entry mistake when a ship docked, the mistake would endure throughout the entire supply chain.” – “We had data that told us that ships had been sailing out on the water forever, and never made it to port. There was no way to catch such mistakes.”
- Toyota Automobile want to track sentiment about their product on social media by storing and analyze unstructured data.
- Toyota Automobile also evaluating blockchain if it can solve their problem

Q.2

Explain Enterprise Analytics Solution Methodology and Architecture

(5)

Q.3 Explain Blockchain concept, architecture, two use cases

(5)

Q.4

Short

notes

(5)

- 1) Data Warehouse vs. Data Lake
- 2) Analytics Deployment Strategies

Q.5 Explain IoT concept, architecture, two use cases

(5)

Q.6 Explain Hadoop framework and it's component

(5)

-----End of Paper-----