K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: MIM Fourth Semester (Batch 2017-2020)

Subject: Business Intelligence
(End Term examination)

Maximum Marks: 50   **Time : 3 hrs**

Date: 11/04/2019

Notes:
1. Question No. 1 is compulsory.
2. Answer any 2 question from Question 2 to Question 4.
2. Answer any 2 question from Question 5 to Question 7.

Q.1
(10)

XYZ 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."
• XYZ Automobile want to track sentiment about their product on social media by storing and analyze unstructured data .
• XYZ Automobile also evaluating blockchain if it can solve their problem
• XYZ limited want to implement machine learning for sales forecasting, clustering of customer
• XYZ is also evaluating if NLP can solve their customer support related query through chatbot.

Q.2

A) Explain   Enterprise   Analytics   Solution   Methodology   and   Architecture
   (5)

B) Explain with suitable example "The world's most valuable resource is no longer oil , But data"
(5)

Q.3 Explain Artificial Intelligence, Machine Learning, Deep Learning with suitable example

(10)

Q.4   Any   three   Short   notes
(10)

     1) Data Warehouse vs. Data Lake
     2) Python for Data science
     3) Distributed Analytics, Web Analytics
     4) Types of data with suitable example.

Q.5

A) Explain Big data and 5Vs of Big data with suitable example   (5)

B) Explain   Hadoop   framework   and   its   component
(5)

Q.6 Explain Blockchain and its characteristics. Explain three use cases of blockchain

(10)

Q.7

A) Explain   RPA   with   suitable   example
(5)

B) Explain   IoT   with   Suitable   example
(5)

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