

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION-WINTER-2025

Subject Code: 4529201

Date: 16/01/2026

Subject Name: Business Analytics

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

		Marks
Q.1	Define terms: (a) Data Warehouse. (b) Data Science. (c) Data Lake. (d) Semi Structured Data. (e) Write one example of real-life Big Data. (f) KPI. (g) Financial Analytics.	14
Q.2	(a) Define the term Business Analytics? Explain the need and different components of Business Analytics with relevant examples.	07
	(b) How can business managers use the Descriptive, Predictive and Prescriptive Analytics for making better business decisions? Discuss with examples.	07
	OR	
	(b) Differentiate Business Intelligence versus Business Analytics.	07
Q.3	(a) What is Digital Data? Discuss the characteristics of structured data.	07
	(b) Define unstructured data? Explain the different sources of unstructured data in detail.	07
	OR	
Q.3	(a) What is the importance of data warehousing process in business analytics? Explain its significance.	07
	(b) What is Business Reporting? Explain how Business Reporting is help in business transaction.	07
Q.4	(a) What is Data Mining? Discuss the data mining process in detail.	07
	(b) Define Text Analytics and Text Mining. List and explain some of the practical applications of Text Mining in the areas of Marketing, Security, and Academics.	07
	OR	
Q.4	(a) What is Big Data? Why is it an extremely essential part of business analytics?	07
	(b) Discuss the use of analytics in business support functions like Sales & Marketing Analytics, HR Analytics, Financial Analytics	07

Q.5

CASE STUDY:

In today's economy, managing information is critical to the success of a business. Supply -chain management, mass customization, business intelligence, and data mining are all key drivers of a successful business, and all require the effective management of large volumes of information using technology systems. Technology impacts and assists the growth of practically every industry in the present age. The service industry too isn't insulated from its effects. Taste of India is a very well know concept restaurants chain head quartered in India. It started its operations in the year 1995 in India, USA, and UK. Taste of India restaurant does not currently utilize information technology in their business operations due to which they face many challenges. The main challenges that the restaurant faces, from an information technology and company performance management perspective, include problems of advertising, order management, customer satisfaction. The problem of management of office document is also one of the major problems faced by the Restaurant. Company performance has been measured and managed through excel, with differing approaches and understanding across the various business units and countries. There is now a distributed management team and goals and tracking of goals and objectives is not transparent. There are a growing number of employees involved in developing reports and clarifying reporting / report definition ambiguities across the restaurant. Country and business Unit performance is difficult to compare, and overall restaurant performance is also difficult to measure and forecast. Taste of India now decided to make use of information technology to eliminate the above-mentioned problem and to computerize their business operations.

- (a) With the above stated problem provide appropriate solutions for: **07**
- 1) How can the restaurant use the web presence?
 - 2) How can the restaurant utilize information technology for managing office documents and tasks?
 - 3) How can the restaurant improve the personal productivity of the employees?
 - 4) How will the restaurant manage various data of their business operations?
- (b) The restaurant also made the decision to use Business Intelligence. **07**
Identify and explain how business intelligence will help the restaurant in decision making at all levels.

OR

- Q.5** (a) Explain how restaurant will use business intelligence for maintaining relationship with customers. **07**
- (b) Identify various unstructured, semi – structured and structured data for the restaurant. Also suggest a way to add some structure to data that is being collected and stored in an unstructured format. **07**
