

Total No. of Pages : 02

Total No. of Questions : 09

B.Tech.(CSE) (2011 Onwards Elective-II)/(IT) (2011 Batch Elective-II)
(Sem.-7,8)

BUSINESS INTELLIGENCE

Subject Code : BTCS-908

Paper ID : [A2990]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

- I. Write briefly:
 - a) What makes a dashboard good or bad?
 - b) Define fact and fact table.
 - c) Is business intelligence only for managers? Justify.
 - d) What is the need of Business intelligence?
 - e) What is OLTP?
 - f) Define Metadata. Give examples.
 - g) How is business intelligence related with decision making?
 - h) List various types of corporate dashboards.
 - i) What is the importance of data warehousing in business intelligence?
 - j) List the capabilities of a business intelligence tool.

SECTION-B

2. What is ETL? Explain the stages of ETL process in detail.
3. Explain the steps involved in data profiling.
4. What is analytics and how is it different from business intelligence? Explain different segments of analytics in detail.
5. What is snow flake schema? Give an example.
6. If there are very few updates and more of data-retrieval queries being made on the database, what do you think would be a better schema to adopt –OLTP or OLAP? Justify.

SECTION-C

7. What do you mean by Balanced Scorecard Strategy Map? Explain with the help of an example.
8. What are the components of BI frame work? Explain.
9. Write short notes on :
 - a) Data Mining
 - b) Multi-dimensional Modeling