

Total No. of Questions : 10]

SEAT No. :

P3640

[4959]-1129

[Total No. of Pages : 2

B.E. (Information Technology)

BUSINESS INTELLIGENCE

(2012 Course) (414457A) (Semester - I) (End - Sem.) (Elective - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume suitable data is necessary.*

Q1) a) What are the various Design and implementation issues of OLTP? [6]

b) Explain any two OLAP operations with the help of examples. [4]

OR

Q2) a) Define Business Intelligence and Explain BI components in detail. [6]

b) Write a short note on the role of data warehouse in Business Intelligence. [4]

Q3) a) Write a short note on multi-valued dimension and dimension attributes. [4]

b) Write short note on:

i) Star Schema

ii) Snowflake Scheme

iii) Fact Constellation Scheme [6]

OR

Q4) a) Describe the three steps of ETL process. [6]

b) What is meant by loading in ETL? Explain incremental loading and full loading. [4]

P.T.O.

- Q5)** a) How does the metadata layer, presentation layer, and Data layer support the Reporting architecture of Data warehouse? [8]
b) What is Materialized view? Explain with example. What are the advantages of it? [8]

OR

- Q6)** a) Write short note on (any 2) [8]
i) Dashboards as Reporting tool
ii) Adhoc Reporting
iii) OLAP Servers
b) What is data aggregation? Explain with the help of example. [8]

- Q7)** a) Explain linear and non-linear regression with examples. [8]
b) Compare and contrast In-DB and In-memory analytics. How google analytics works? [8]

OR

- Q8)** a) Define Data visualization and list its major advantages. List in brief different directions in data visualization. [8]
b) What is decision tree? How is it used for business Analytics? Describe in brief. [8]

- Q9)** Write short notes on any 3 of following: [18]
a) Spotfire
b) Log based change data capture
c) Latency with respect to Real time BI.
d) MyReport

OR

- Q10)**a) What is agile Business intelligence? How does it support and enhance business operations. [8]
b) Explain Cloud Business Intelligence Architecture with the help of neat diagram. [10]

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