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SEAT No. :

P108

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Oct.-16/B.E./Insem.- 166**B.E. (I.T.) (Semester - I)****BUSINESS INTELLIGENCE (Elective - II(a))****(2012 Pattern)*****Time : 1 Hour]******[Max. Marks : 30******Instructions to the candidates:***

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

Q1) a) Compare and contrast OLTP and OLAP. [4]***b) Explain Process and Benefits of Business Intelligence. [6]*****OR*****Q2) a) Explain the role of data-warehouse in business intelligence. [6]******b) Define and explain the characteristics of OLAP. Explain its importance over Relational database. [4]******Q3) a) Explain Fact and Dimension table with an example. [4]******b) Explain transaction, recurring/periodic and accumulating snapshot types of dimensional modeling. [6]*****OR*****Q4) a) Amit is a customer with ABC Inc. He first lived in Pune, Maharashtra. So, the original entry in the customer lookup table has the following record: Cust_id = 123, Cust_name = "Amit", State = "Maharashtra". At a later date, he moved to Indore, Madhya Pradesh on January, 2015. How should ABC Inc. Now modify its customer table to reflect this change? Elaborate three ways to handle this scenario. [6]******b) What is Click stream data? Explain Click stream data using Google analytics. [4]******P.T.O.***

- Q5)** a) What is ETL? Explain ETL architecture. [6]
b) What are late arriving facts in ETL? And how are they handled? [4]

OR

- Q6)** a) Define loading concept in ETL. Explain different types of loading with the help of example. [6]
b) What is meant by Data Quality? Explain measures of Data Quality. [4]



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