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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fifth Semester, Master of Computer Applications (MCA)

Semester End Examination; Dec - 2017/Jan - 2018

Business Intelligence - Data Warehousing and Analytics

Time: 3 hrs   Max. Marks: 100

Note: Answer **FIVE** full questions, selecting **ONE** full question from each unit.

UNIT - I

1 a.	Explain core business functions with an example.	10
b.	What are the characteristics of structured data? Explain Hassle-free retrieval.	10
2 a.	Bring out the differences between OLAP and OLTP.	8
b.	Explain MOLAP, ROLAP and HOLAP architectures.	12

UNIT - II

3 a.	Discuss the role of OLAP tools in BI architecture.	8
b.	Explain briefly the following : Slice, Dice, Roll-up and Drill down.	12
4 a.	Define Business Intelligence. Explain the features of BI.	10
b.	List out the differences between : i) Business Intelligence and Business Analytics ii) ERP and Business Intelligence.	10

UNIT - III

5 a.	What are the best practices adopted in BI/DW? Explain.	10
b.	Explain the Business layer of BI component framework with a neat figure.	10
6 a.	What are the goals of a data warehouse? What constitutes a data warehouse? Explain.	10
b.	Discuss the two main approaches to data integration.	10

UNIT - IV

7 a.	Discuss different types of data model.	12
b.	Explain additive facts and non-additive facts with an example for each.	8
8 a.	Explain "Fact-Based Decision Making" and KPIS.	10
b.	Explain Measurement system terminology.	10

UNIT - V

9 a.	List and explain the types of common report layout.	12
b.	Summarize the common best practices that most enterprises employ while considering reporting requirements.	8
10 a.	Explain enterprise reporting characteristics in OLAP world.	10
b.	Identify the four perspectives of Balanced scorecard and show the mappings to organization's strategic objectives.	10

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