U.S.N

P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belagavi)
Eighth Semester, B.E. - Computer Science and Engineering
Semester End Examination; May/June - 2018
Business Intelligence and Applications

Time: 3 hrs   *Max. Marks: 100*

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

UNIT - I

1 a.	Explain briefly enterprise applications.	10
b.	Explain generic tasks to enable storage and search of unstructured data.	4
c.	Explain with neat diagram, unstructured information management architecture.	6
2 a.	Explain briefly different types of OLPA architecture.	12
b.	List out the comparison features of OLTP and OLAP with a neat tabular column.	8

UNIT - II

3 a.	List out common OLAP operation on multi-dimensional data. Explain briefly any two operations.	12
b.	Define Business Intelligence (BI). Explain important features of Business Intelligence.	8
4 a.	With a neat diagram, explain decision supported by business intelligence.	10
b.	What are the challenges associated with IT team with respect to management information system? Explain the business intelligence solutions for these challenges.	10

UNIT - III

5 a.	Explain briefly business intelligence applications.	12
b.	Explain briefly business intelligence program manager roles.	8
6 a.	Explain briefly main goals of data warehouse.	12
b.	With a neat diagram, explain working principle of data warehouse.	8

UNIT - IV

7 a.	Explain briefly different types of data models.	12
b.	Explain briefly normalisation modelling.	8
8 a.	Explain briefly different types of dimension tables.	10
b.	Explain terms associated with the measurement system terminology for analyzing business performance.	10

UNIT - V

9 a.	Explain common formats of report delivery.	8
b.	Explain with neat diagram, 4 perspectives of the balanced scorecards.	6
c.	Explain with neat diagram steps for creating balanced scorecard	6
10 a.	Define dash board. Explain the steps to create dash boards.	8
b.	Write a note on the following : i) Funnel analysis ii) Distribution channel iii) Performance analysis	12

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