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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 - 2019
Business Intelligence and Applications

Time: 3 hrs   Max. Marks: 100

Note: i) Answer **FIVE** full questions, selecting **ONE** full question from each unit.
   ii) Missing data, if any, may be suitably assumed.

UNIT - I

1 a.	Explain how unstructured and semi-structured data can be managed? Also explain how information can be extracted from them?	12
b.	Give an example for MOLAP and ROLAP and explain.	8
2 a.	Identify the core business processes and explain the different levels of users and their roles with an example.	10
b.	Distinguish between OLTP and OLAP and give two examples for each.	10

UNIT - II

3 a.	What is business intelligence? Explain how business intelligence contributes to the decision making for future growth of an enterprise?	10
b.	Identify and list the role of OLAP tools in BI architecture.	10
4 a.	Illustrate with an example how business intelligence can be leveraged to provide a 360 degree perspective on the business.	10
b.	Explain; (i) Fact-based decision making (ii) Single version of truth	10

UNIT - III

5 a.	Assume you are project manager who has been sent to collect business requirements for a retail shop. Give a few examples of business requirements that should be collected.	10
b.	Explain with an example why is maintaining the quality of data is important?	10
6 a.	Explain the schema integration and instance integration with an example.	10
b.	Explain when and how data profiling is done.	10

UNIT - IV

7 a.	Explain slowly changing dimension with an example.	12
b.	Explain the terms grain and granularity with an example.	8
8 a.	List any five salient attributes of a good metric with an example.	10
b.	Explain the junk / garbage dimension with examples.	10

UNIT - V

9 a.	What KPI's are used in cricket academy to select batsman, bowlers and fielders?	8
b.	Explain the features of good reporting.	12
10 a.	What is the importance of balanced scoreboard? Explain with an example.	8
b.	How do you construct dashboard? Explain with an example.	12

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