



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. - 2019

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

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|------|---|----|
| 1 a. | Explain core business functions with an example. | 10 |
| | b. What are the characteristics of Unstructured data? How to extract information from stored unstructured data? | 10 |
| 2 a. | List and explain different types of OLAP architecture. | 10 |
| | b. Bring out the differences between OLAP and OLTP. | 10 |

UNIT - II

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|------|---|----|
| 3 a. | Briefly explain the common OLAP operations on multidimensional data with an example for each. | 10 |
| | b. Define Business Intelligence. Describe how BI contributes to Visibility into enterprise performance. | 10 |
| 4 a. | How are DSS, EIS, and MIS related to Business Intelligence? What are the Information sources before dawn of BI? | 10 |
| | b. List out the difference between: | |
| | i) Business Intelligence and Business Analytics | 10 |
| | ii) ERP and Business Intelligence | |

UNIT - III

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|------|--|----|
| 5 a. | Explain briefly Administration and Operation Layer of the BI component Framework. | 10 |
| | b. Describe the grouping disciplines of a BI professional. | 10 |
| 6 a. | Define the following terms: | |
| | i) Data warehouse | |
| | ii) Data Mart | 10 |
| | iii) ODS | |
| | iv) Data Integration | |
| | v) Data Integrity | |
| | b. Define Data Quality. Describe the several dimensions of Data quality with examples. | 10 |

UNIT - IV

- 7 a. List and Explain the various types of Dimensional Models. 10
b. Describe the phases of Dimensional Life Cycle. 10
- 8 a. Explain salient attributes of a Good metric. 12
b. What are the Potential sources for metrics? 8

UNIT - V

- 9 a. Describe the common perspectives of reporting in all levels of enterprise. 10
b. Describe the Characteristics of Enterprise reporting in OLAP world. 10
- 10 a. What is a Dashboard? Explain the different steps for creating a dashboard. 10
b. Explain various types of Analysis such as “Performance analysis”, “Channel analysis”, and “Funnel analysis”? Give example. 10

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