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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; July - 2021
Business Intelligence and Applications

Time: 3 hrs   *Max. Marks: 100*

Note: *Answer any **FIVE** full questions.*

1	a.	With a neat diagram, explain Malcolm Baldrige criteria for performance excellence framework.	10
	b.	Compare OLTP and OLAP by giving two examples for each.	10
2	a.	Identify the core business processes and explain the different levels of users and their roles with an example.	10
	b.	Brief out challenges faced in storing semi structured data and list the possible solutions for storing semi structured data.	10
3	a.	List and explain OLAP operations on multidimensional data.	10
	b.	Define business intelligence. Explain the important features of business intelligence and elaborate how business intelligence contributes to the decision making for future growth of an enterprise?	10
4	a.	Identify and list the role of OLAP tools in BI architecture. Justify can we perform OLAP directly on operational databases?	10
	b.	List the differences between: i) Business intelligence and Business analytics ii) ERP and BI	10
5	a.	With a neat diagram, explain administration and opertaion layer of the BI component framework.	10
	b.	Explain briefly prime goals of a data warehouse and constitutes of data warehouse.	10
6	a.	Brief out best practices in BI/DW.	10
	b.	Define data integration and explain its need. Explain different data integration modelling techniques.	10
7	a.	Explain normalization modelling considering an example.	10
	b.	Explain salient attributes of a good metric.	10
8	a.	Explain terms associated with the measurement system terminology for analyzing business performance.	10
	b.	Explain slowly changing dimensions with an example.	10
9	a.	What KPI's are used by "Human capital and training management" division of "Ignite your taste buds" restaurants?	10
	b.	Explain common report layout types.	10
10	a.	Explain importance of balanced score card.	10
	b.	Explain report standardization and presentation practices.	10

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