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; Aug. / Sep. - 2020
Business Intelligence and Applications

Time: 3 hrs   Max. Marks: 100

Note: i) Answer **TWO** full questions, selecting **ONE** full question from **UNIT - I** and **UNIT - II**.
ii) Answer any **THREE** full questions, choosing from **UNIT - III, UNIT - IV** and **UNIT - V**.

UNIT - I

1 a. Illustrate with an example, the steps to identify the core business processes, the different levels of users, and their roles.   10

   b. Compare structured, semi-structured and unstructured data with examples.   10

OR

2 a. Distinguish between;
   i) OLAP and OLTP   10
   ii) Fact and Dimension tables

   b. Identify and list the role of OLAP tools in the BI architecture.   10

UNIT - II

3 a. With an example, explain how Business Intelligence contributes to the future growth of an organization?   10

   b. Discuss any three OLAP operations in extracting knowledge from multidimensional data, with an example for each.   10

OR

4 a. Explain how BI can be leveraged to provide a 360° perspective on the business.   10

   b. What is fact-based decision making? Explain with the help of example.   10

UNIT - III

5 a. With an illustration, show why is maintaining the quality of data is important?   10

   b. Explain three best practices to be followed in the BI space.   10

6 a. What is data integration? Why should data be integrated in a data warehouse? Explain.   10

   b. When and how is data profiling conducted? Explain.   10

UNIT - IV

7 a. What constitutes a fact table? What are the various types of facts? Explain using examples.   10

   b. Distinguish between data warehousing and Business intelligence.   10

8 a. A company is looking for recruiting graduates for their new business. They have asked the HR (Human Resource) team to go ahead with recruitment. List what KPIs will be most relevant for measuring the effectiveness of the recruiting process.   8

b.   Explain few attributes of a good metric.   8

c.   What is a "fact less fact"? Give an example.   4

UNIT - V

9 a.   How is a balanced scorecard different from an enterprise dashboard? Explain.   10

b.   Construct a dashboard for an enterprise of your choice.   10

10 a.   What are the benefits of integrating social media information in to BI application? What are
the drawbacks?   10

b.   "BI + ERP = Increased Value", explain with a suitable example.   10

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