U.S.N [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belagavi)
Second Semester, M. Tech - Computer Science and Engineering (MCSE)
Semester End Examination; October - 2022
Business Intelligence and its Applications

Time: 3 hrs   Max. Marks: 100

Note: *I) Answer any **FIVE** full questions, selecting **ONE** full question from each unit.*
   *II) Any **THREE** units will have internal choice and remaining **TWO** unit questions are compulsory.*
   III) Each unit carries 20 marks.

Q. No.	Questions	Marks	BLs	COs	POs
	UNIT - I	**20**			
1 a.	List and explain the common business functions.	10	L1,2	CO1	PO1
b.	Explain the different OLAP architectures with its advantages and disadvantages.	10	L2	CO1	PO2
	UNIT - II	**20**			
2 a.	Define Business intelligence. Explain the important features of business intelligence.	10	L1,2	CO2	PO2
b.	Explain any five best practices to be followed in BI / DW.	10	L2	CO2	PO2
	OR				
2 d.	List and explain business intelligence applications.	10	L1,2	CO2	PO2
e.	Explain, how BI contributes to the growth of the performance of an enterprise?	10	L4	CO2	PO2
	UNIT - III	**20**			
3 a.	Explain the need and goal of data warehouse.	10	L2	CO3	PO2
b.	Brief out the advantages of data integration. Explain the two approaches for data integration.	10	L2	CO3	PO2
	OR				
3 d.	What is data profiling? Explain with an example.	10	L2	CO3	PO2
e.	Distinguish Ralph Kimball's approach of building a data warehouse with W.H.inmon's approach.	10	L2	CO3	PO2
	UNIT - IV	**20**			
4 a.	Explain the three types of data model in detail.	10	L2	CO4	PO2
b.	Choose the KPIS for measuring the effectiveness of TV channel and explain the criteria for selecting them.	10	L1	CO4	PO2
	OR				
4 d.	How is KPI different from critical success factors? Explain.	10	L1	CO4	PO2
e.	Explain dimensional modeling life cycle.	10	L2	CO4	PO2

UNIT - V   **20**

5 a.   What is a balanced score card? Do you think companies / business unit
       or individuals should define and maintain a balanced score card?   10   L1,4   CO5 PO2
       Explain with justification.

   b.   Define dashboard. Explain the steps to create dashboard.   10   L1,3   CO5 PO2

∗ ∗ ∗ ∗