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APR.-16/BE/Insem-85

B.E. (Computer Engineering)

BUSINESS ANALYTIC AND INTELLIGENCE

(2012 Pattern) (Semester - II) (Elective - IV(a))

Time : 1 Hour] *[Max. Marks :30*

Instructions to the candidates:

    1)   *Solve Q1 or Q2, Q3 or Q4, Q5 or Q6.*

    2)   *Neat diagrams must be drawn wherever necessary.*

    3)   *Figures to the right side indicate full marks.*

    4)   *Assume suitable data, if necessary.*

Q1) a)   What is Business Intelligence? Explain architecture of it. **[4]**

    b)   Define and differentiate between operational data and transactional data. **[4]**

    c)   Define the terms : **[2]**

        i)   Information

        ii)   Knowledge

OR

Q2) a)   Explain how data analytics is beneficial, by considering the case study of an Educational institute. **[4]**

    b)   Define Business Intelligence cycle and explain its various stages with suitable diagram. **[4]**

    c)   List any two standard business in intelligence tools popular in the market. **[2]**

Q3) a)   Explain components of Decision support system (DSS). **[4]**

    b)   Mention three main types of analysis which can be performed using any DSS system. **[4]**

    c)   What forms the backbone of decision making process? **[2]**

OR

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Q4) a) Explain role of BI in decision support systems. **[4]**

b) Explain techniques of decision support system. **[4]**

c) What are main limitations of DSS? **[2]**

Q5) a) Differentiate between Star schema and snowflake schema with suitable example. **[4]**

b) Explain materialized view and snapshot materialized view with suitable example. **[4]**

c) Name four main characteristics of a data warehouse. **[2]**

OR

Q6) a) Explain data warehouse architecture and its components with suitable diagram. **[4]**

b) With suitable schema, design a data warehouse data model for clinical data, (For example. Drugs, Patients. Physicians etc.,) **[4]**

c) Define the following terms in Data Warehouse modeling with example.**[2]**

i) Fact Table ii) Dimension Table

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