

Total No. of Questions :10]

SEAT No. :

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[4859]-1065

B.E. (IT)

BUSINESS INTELLIGENCE

(2012 Course) (Elective - II) (Semester - I) (414457 A)

Time :2½ Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8, Q.9 or Q.10.*
- 2) Neat diagrams must be drawn wherever necessary.*
- 3) Figures to the right indicate full marks.*
- 4) Assume suitable data if necessary.*

Q1) a) Compare and contrast OLTP and OLAP. **[4]**

b) Discuss in brief the applications of Business Intelligence. **[6]**

OR

Q2) a) Describe the major components of a data warehouse. **[5]**

b) Explain dimensional model for retail sales industry. Model should have at least one fact table and two dimensional tables. **[5]**

Q3) a) Explain Fact and Dimension table with an example. **[4]**

b) Explain transaction, recurring/periodic and accumulating snapshot types of dimensional modeling. **[6]**

OR

Q4) a) What are late arriving facts in ETL? How are they handled? **[4]**

b) What is lookup and time lag? Explain in terms of extraction process of ETL. **[6]**

Q5) a) Explain 3 types of report elements. Explain each one in detail. **[9]**

b) Explain materialized view with help of example. **[7]**

OR

P.T.O.

Q6) a) What is ad hoc reporting? How is it useful for generating reports in Business Intelligence? Explain with example. [7]

b) Explain the importance of security while creating Business Intelligence Reports. Explain different types of securities in reporting. [9]

Q7) a) Write short note on (Any two): [8]

i) Predictive analysis

ii) Text mining

iii) In-memory analytics

b) What is decision tree? How is it used for business Analytics? Explain with example. [8]

OR

Q8) a) What is meant by hierarchical clustering? List the methods in it and explain any one in detail. [8]

b) Explain different data visualization techniques. Describe the features of Tableau. [8]

Q9) Write a short note on any 3 of the following (6 marks each): [18]

a) Pig data types and commands

b) Real time BI

c) BI on cloud

d) Operational BI

OR

Q10) a) What is Big data? List the characteristics of Big Data. Draw and Explain architecture of HIVE. [9]

b) What are the different types of BI? Explain Agile BI and Embedded BI in detail. [9]

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