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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 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

- 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

