[4959]-1129

B.E. (Information Technology)
BUSINESS INTELLIGENCE
(2012 Course) (414457A) (Semester - I) (End - Sem.) (Elective - II)

Time : 2½ Hours]   *[Max. Marks : 70*
Instructions to the candidates:
1) *Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.*
2) *Neat diagrams must be drawn wherever necessary.*
3) *Figures to the right indicte full marks.*
4) *Assume suitable data is recessary.*

Q1) a)   What are the various Design and implementation issues of OLTP?   **[6]**

   b)   Explain any two OLAP operations with the help of examples.   **[4]**

<div align="center">OR</div>

Q2) a)   Define Business Intelligence and Explain BI components in detail.   **[6]**

   b)   Write a short note on the role of data warehouse in Business Intelligence.
   [4]

Q3) a)   Write a short note on multi-valued dimension and dimension attributes.**[4]**

   b)   Write short note on:

   i)   Star Schema

   ii)   Snowflake Scheme

   iii)   Fact Constellation Scheme   **[6]**

<div align="center">OR</div>

Q4) a)   Describe the three steps of ETL process.   **[6]**

   b)   What is meant by loading in ETL? Explain incremental loading and full
   loading.   **[4]**

Q5) a) How does the metadata layer, presentation layer, and Data layer support the Reporting architecture of Data warehouse? **[8]**

b) What is Materialized view? Explain with example. What are the advantages of it? **[8]**

OR

Q6) a) Write short note on (any 2) **[8]**

i) Dashboards as Reporting tool

ii) Adhoc Reporting

iii) OLAP Servers

b) What is data aggregation? Explain with the help of example. **[8]**

Q7) a) Explain linear and non-linear regression with examples. **[8]**

b) Compare and contrast In-DB and In-memory analytics. How google analytics works? **[8]**

OR

Q8) a) Define Data visualization and list its major advantages. List in brief different directions in data visualization. **[8]**

b) What is decision tree? How is it used for business Analytics? Describe in brief. **[8]**

Q9) Write short notes on any 3 of following: **[18]**

a) Spotfire

b) Log based change data capture

c) Latency with respect to Real time BI.

d) MyReport

OR

Q10) a) What is agile Business intelligence? How does it support and enhance business operations. **[8]**

b) Explain Cloud Business Intelligence Architecture with the help of neat diagram. **[10]**

✗ ✗ ✗