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TCS/TIT-713

B. Tech. (CS/IT) (Seventh Semester) End Semester EXAMINATION, 2017

BUSINESS INTELLIGENCE

Time : Three Hours] [Maximum Marks : 100

Note : (i) This question paper contains five questions.

(ii) All questions are compulsory.

(iii) Instructions on how to attempt a question are mentioned against it.

(iv) Total marks assigned to each question are **twenty**.

1. Attempt any *two* questions of choice from (a), (b) and (c). (10×2=20 Marks)

(a) Explain briefly about Data Mart. What is the difference between Structured and Unstructured Data ? Explain with examples.

(b) Explain the framework of Business Intelligence with the help of a diagram.

[2]

TCS/TIT-713

- (c) What do you mean by Data warehouse ? Explain its architecture with the help of a diagram.
2. Attempt any *two* questions of choice from (a), (b) and (c). (10×2=20 Marks)
- (a) What do you mean by Business Intelligence ? Explain all the important features of business intelligence.
- (b) What do you mean by ER Modelling ? Write the steps to create ER model for Payroll management system. Give diagram also.
- (c) What do you mean by Data Model ? Explain various types of data models in detail.
3. Attempt any *two* questions of choice from (a), (b) and (c). (10×2=20 Marks)
- (a) Write short notes on the following :
- (i) Schema Integration
 - (ii) Instance Integration
- (b) What do you understand by Dimension Tables ? Explain different types of Dimension Tables in detail.
- (c) Write short note on Data Quality. Why is data quality important in Business Analytic Systems ?

C-62

[3]

4. Attempt any *two* questions of choice from (a), (b) and (c). (10×2=20 Marks)
- (a) Define KPI in detail. Comment on the need of KPI.
- (b) What do you mean by Fact tables ? Explain the types of Fact Tables with the help of an example.
- (c) What do you mean by OLTP and OLAP systems ? Differentiate between them and discuss a case study of each.
5. Attempt any *two* questions of choice from (a), (b) and (c). (10×2=20 Marks)
- (a) What do you mean by Reports ? Explain all the characteristics of a Good Report.
- (b) What do you mean by Dimensional Modelling Life Cycle ? Explain all of its features in detail.
- (c) Big Data, Business Intelligence are related to each other. Justify the statement.

TCS/TIT-713

290

C-62