**POORNIMA UNIVERSITY, JAIPUR**

**END SEMESTER EXAMINATION, November 2022**

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|  | **4BT7105** | Roll No. | Total Printed Pages: 1 |
| **4BT7105** |  |
| B. Tech. IV Year VII- Semester (Main/Back) End Semester Examination, November 2022  **(AI & DS)** | |
| **BAI07108 / BDS07108 : Business Intelligence** | | | |

# Time: **3** Hours. Total Marks: **60**

Min. Passing Marks: **21**

*Attempt* ***five*** *questions selecting one question from each Unit. There is internal choice from Unit I to Unit V. Marks of each question or its parts are indicated against each question / parts. Draw neat sketches wherever necessary to illustrate the answer. Assume missing data suitably (if any) and clearly indicate the same in the answer.*

Use of following supporting material is permitted during examination for this subject.

# **1.--------------------------Nil--------------------** **2.------------------Nil-----------------------**

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|  |  | **UNIT-I (CO1)** | **Marks** | **Bloom Level** |
| **Q.1** |  | You are the database manager in jio company and want to integrate the databases in a way to form a data warehouse. What are the challenges you would face? Explain in detail with proper explanation. | **(12)** | **Create** |
|  |  | **OR** |  |  |
| **Q.2** |  | What do you mean by major tools and techniques of business intelligence that also discuss application of business intelligence? | **(12)** | **Create** |
|  |  | **UNIT-II (CO2)** |  |  |
| **Q.3** |  | Gaurav is a manager of data warehouse of KPM Pvt.Ltd. He is asked to test the ETL. What are the ETL testing techniques can use and what steps will Gaurav take to complete his task? | **(12)** | **Create** |
|  |  | **OR** |  |  |
| **Q.4** | **(a)** | Discuss the term key performance indicators in business intelligence. | **(6)** | **Apply** |
|  |  |  |  |  |
|  | **(b)** | What do you mean by six sigma in business intelligence? | **(6)** | **Analyze** |
|  |  | **UNIT-III (CO3)** |  |  |
| **Q.5** | **(a)** | What do you mean by data warehouse? Explain with an example | **(6)** | **Apply** |
|  |  |  |  |  |
|  | **(b)** | Write down a block diagram of a data warehouse and explain its architecture with details? | **(6)** | **Analyzing** |
|  |  | **OR** |  |  |
| **Q.6** |  | What do you mean by OLAP and also describe type of OLAP | **(12)** | **Create** |
|  |  |  |  |  |
|  |  | **UNIT-IV (CO4)** |  |  |
| **Q.7** |  | What do you understand by cube analysis? Discuss in details | **(12)** | **Create** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
| **Q.8** | **(a)** | Why is statistical analysis useful in business intelligence? Illustrate in detail. | **(6)** | **Analyze** |
|  |  |  |  |  |
|  | **(b)** | Elaborate Ad Hoc query and analysis in business intelligence. | **(6)** | **Remembering** |
|  |  | **UNIT V (CO5)** |  |  |
| **Q.9** | **(a)** | What do you mean by the term Limitations of Traditional Business Intelligence? | **(6)** | **Knowledge** |
|  |  |  |  |  |
|  | **(b)** | Briefly define the term Embedded Intelligent Systems in Business Intelligence. | **(6)** | **Apply** |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.10** |  | You have to take any industry problem. You have to slow it down with an OLAP approach. | **(12)** | **Cerate** |