**POORNIMA UNIVERSITY, JAIPUR**

**END SEMESTER EXAMINATION, November 2022**

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|  | **4BT7137** | Roll No. | Total Printed Pages: 2 |
| **4BT7137** |  |
| B.Tech. IV Year VII- Semester (Main/Back) End Semester Examination, November 2022  **(CE)** | |
| **BCE07103: Data Warehousing and 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.

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

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|  |  | **UNIT-I (CO1)** | **Marks** | **Bloom Level** |
| **Q.1** | **(a)** | Identify the need of data warehouse. Also explain the advantages and disadvantages of data warehouse. | **(6)** | **Analyzing** |
|  |  |  |  |  |
|  | **(b)** | Illustrate the difference between Operational Database and Data Warehouse in tabular form. | **(6)** | **Remembering** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
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| **Q.2** | **(a)** | What do you understand by database modelling? Explain the structure of data inside a data warehouse | **(6)** | **Understanding** |
|  |  |  |  |  |
|  | **(b)** | Describe the term data mart. Mention the reasons to creating data mart. Also explain the two types of data mart. | **(6)** | **Applying** |
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|  |  | **UNIT-II (CO2)** |  |  |
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| **Q.3** | **(a)** | Top Management Support is the most important critical success factor for project success. Justify your answer with proper explanation. | **(6)** | **Applying** |
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|  | **(b)** | What is a Project Team? What are the Essential Skills required for Project Teams? | **(6)** | **Understanding** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
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| **Q.4** |  | You are Ajay working as interns in xyz company you are asked to prepare a document over critical Success Factors in project management. What are the points you will list in the documents explain with examples. | **(12)** | **Analyzing** |
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|  |  | **UNIT-III (CO3)** |  |  |
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| **Q.5** | **(a)** | State the list of different types of users who must be interviewed for gathering requirements. What information can you expect to get from them? | **(6)** | **Applying** |
|  |  |  |  |  |
|  | **(b)** | Illustrate business dimensions in data warehouse. Why and how can business dimensions be useful for defining requirements for the data warehouse? | **(6)** | **Applying** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
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| **Q.6** |  | You are on the data warehouse project of AuctionsPlus.com, an Internet auction company selling upscale works of art. Your responsibility is to gather requirements for sales analysis. Find out the key metrics, business dimensions, hierarchies, and categories. Draw the information package diagram. | **(12)** | **Analyzing** |
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|  |  | **UNIT-IV (CO4)** |  |  |
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| **Q.7** | **(a)** | What are the requirements of ETL tools? List the names of five ETL tools user in data warehouse? | **(6)** | **Understanding** |
|  |  |  |  |  |
|  | **(b)** | 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? | **(6)** | **Analyzing** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
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| **Q.8** | **(a)** | How does an ETL tool works in order to load data in Data warehouse? Describe in detail. | **(6)** | **Applying** |
|  |  |  |  |  |
|  | **(b)** | Describe the two measures of Data Quality (profiling and validation) in detail. | **(6)** | **Remembering** |
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|  |  | **UNITV (CO5)** |  |  |
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| **Q.9** | **(a)** | You are a data quality expert in XYZ company which is working to improvise data? According to your role state the 4 principles of maintaining data quality? | **(6)** | **Applying** |
|  |  |  |  |  |
|  | **(b)** | What do you understand by Confirming Deliverables? Explain the three step process with the flow diagram. | **(6)** | **Understanding** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
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| **Q.10** | **(a)** | You are the data warehouse in-charge in ABC company you need to integrate of data from different source. Explain the process of integration with flow diagram. | **(6)** | **Analyzing** |
|  |  |  |  |  |
|  | **(b)** | What are the Design objectives to maintain the Data quality also explain the Competing factors of ETL design? | **(6)** | **Applying** |