COURSE CODE: DCAP606

COURSE TITLE: Business Intelligence

Date: 16-Sep-2013   Time: 01:30-04:30

Time Allowed: 3 hours   **Max. Marks: 80**

1. *This paper contains 10 questions divided in two parts on 1 page.*
2. Part A is compulsory.
3. In Part B (Questions 2 to 10), attempt any 6 questions out of 9. Attempt all parts of the selected question.
4. *The marks assigned to each question are shown at the end of each question in square brackets.*
5. *Answer all questions in serial order.*
6. The student is required to attempt the question paper in English medium only.

PART-A

Q1.

a)	Describe ETL process?	[2]
b)	Define Data Warehouse and Data mining?	[2]
c)	Describe dimension hierarchy with example?	[2]
d)	What is metadata?	[2]
e)	What is the use of *.sln and *.suo file in BIDS?	[2]
f)	Describe the categories of fact tables?	[2]
g)	What are the benefits of Business Intelligence?	[2]
h)	Define KPI's?	[2]
i)	What is surrogate keys and elaborate its significance?	[2]
j)	What is Data source?	[2]

PART-B

Q2. Elaborate the need of OLAP and also discuss the various advantages of using OLAP?   [10]

Q3. Explain the main tool windows in Business Intelligence Development Studio?   [10]

Q4. Explain in detail the Extract Transform and Load process and need of data extraction?   [10]

Q5. What is the use of Multidimensional Expressions Queries and how it is different from SQL queries?   [10]

Q6. Explain the use of data mining in Business Intelligence and various steps involved in the process of data mining?   [10]

Q7. What are reporting services and differentiate between managed reporting, embedded reporting and ad hoc reporting?   [10]

Q8. Dimensional modelling is a technique for conceptualizing and visualizing data models as set of measures that are described by common aspects of business. Explain?   [10]

Q9. Define mining structure and its relationship with data source and its constituent data mining models with diagram. Also explain the basic architecture of data mining structure?   [10]

Q10. SQL Server Management Studio provides an environment for managing and working with data mining tools that already exist in Analysis Service database. Elaborate the statement.   [10]