COURSE CODE: DCAP606

COURSE TITLE: Business Intelligence

Date of Exam: 2 March   **Session 09:30-12:30**
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 questions chosen.***
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. What is a data warehouse?

   b. What is an OLAP?

   c. What do you understand by data mining?

   d. What is meta data? Give example.

   e. What is a fact table? What are the different types of fact tables?

   f. What do you understand by ETL?

   g. What is a surrogate key?

   h. What is the primary purpose of having multidimensional data models?

   i. (What is MDX?

   j. What is the Data Mining Designer? Name the different tabs used in data mining designer.

(10x2=20)

PART-B

Q2. Differentiate between managed reporting, embedded reporting and ad hoc reporting.

Q3. What do you understand by SELECT Statement? Explain the types of SELECT statement.

Q4. Describe the data mining algorithms.

Q5. What is KPI? What are the characteristics of effective KPIs?

Q6. (i) Discuss the capabilities of Microsoft Business Intelligence Platform?

   (ii) Define the four main windows of Business Intelligence Development studio?

Q7. What is the difference between OLTP and OLAP? Why do we need OLAP?

Q8. Describe the dimensional (logical) model.

Q9. What is a hierarchy? Explain with the help of an example. Give the difference between balanced and unbalanced hierarchies.

Q10. Discuss the common conceptual architecture diagram of BI.   (6x10=60)