

**COURSE CODE: DCAP606**  
**COURSE TITLE: BUSINESS INTELLIGENCE**

**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**

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|---|-----|
| Q1. (a) How BI is the helpful for industry?   | [2] |
| (b) What is drill-through?                    | [2] |
| (c) What is dimension?                        | [2] |
| (d) Define concept of cube.                   | [2] |
| (e) What is unstructured data?                | [2] |
| (f) What is the use of multidimensional data? | [2] |
| (g) Write about multidimensional schemas.     | [2] |
| (h) What is HOLAP?                            | [2] |
| (i) How CRM is useful in business?            | [2] |
| (j) What is slicing and dicing?               | [2] |

**Part B**

- Q2. What is the difference between AttributeHierarchyOrdered and AttributeHierarchyVisible and how we can bind an attribute in a table? [10]
- Q3. Compare and contrast structured, semi-structured and unstructured data with the help of suitable example. [10]
- Q4. Explain the data extraction, transformation and load. Why ETL is a very essential for efficient data mining? [10]
- Q5. What are the types of fact and dimension tables? Discuss about each with the help of example. [10]
- Q6. What are the advantages of OLAP over OLTP? Explain each with the help of example. [10]
- Q7. Create a multidimensional data model for university with the help of required facts and dimension tables. [10]
- Q8. Discuss the time dimension options in SQL server 2008 Analysis Services with the help of suitable example. [10]
- Q9. What are the types of data Mining Tools are available in SQL Server? And how SQL server helps in mining? [10]
- Q10. Can the term BI and data warehouse be used interchangeably? Justify your answer with help of examples. [10]