Course Code: DCAP 606
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

Q1. Answer the following Questions.

a)   What will be the source data for Data warehouse?   [2]

b)   What do you understand by Parent-Child Hierarchies?   [2]

c)   Differentiate between two types of fact tables.   [2]

d)   Define surrogate key.   [2]

e)   What are the three main types of metadata?   [2]

f)   What is the Need for Data Extraction?   [2]

g)   State the Relationship between Cubes, Dimensions and Measures.   [2]

h)   How to add measure groups to cube.   [2]

i)   Discuss the cubes dimension tables for customers.   [2]

j)   Write down the steps to rename the Perspective.   [2]

Part B

Q2.   List any ten additional Business Intelligence Applications.   [10]

Q3.   What are the user defined hierarchies? How do we create it?   [10]

Q4.   Explain in brief the different Alternative Tables Used in Data Warehousing.   [10]

Q5.   What do you understand by Multidimensional OLAP? How OLAP can be applied
      to Data Warehousing?   [10]

Q6.   Explain various advantages of OLAP.   [10]

Q7.   Mention the role of different Menus in Business Intelligence Development Studio.
                                                                         [10]

Q8.   What is the role of Multidimensional Expressions (MDX) script? Explain the two
      types of MDX scripts.   [10]

Q9.   Mention any ten characteristics of Effective KPIs   [10]

Q10. Explain any five issues related with Data Mining.   [10]