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

Q1.
(a) Define Business Intelligence.   [2]
(b) Describe various types of metadata.   [2]
(c) What does the term data view mean?   [2]
(d) Discuss the concept of cube.   [2]
(e) Define the term dimensions.   [2]
(f) What is a DrillThrough action?   [2]
(g) What do you understand by reporting tool functionalities?   [2]
(h) What is the importance of reporting services in SQL Server?   [2]
(i) List the various applications of Business intelligence.   [2]
(j) Describe Key Performance Indicators.   [2]

PART–B

Q2. Explain the various types of data mining algorithms. Also describe the issues associated with data mining.   [10]
Q3. Explain in detail the various reporting services that are provided by SQL Server.   [10]
Q4. What are the various steps you perform and the factors you need to consider while creating your first Business Intelligence Project?   [10]
Q5. The Cube Model wizard automatically creates measures from the numeric columns in the fact table. Justify the statement by explaining in detail the wizard to create cube.   [10]
Q6. Explain the characteristics of effective KPIs. Also discuss the challenges in creating KPIs.   [10]
Q7. Discuss how to build an account dimension to support financial analysis.   [10]
Q8. The Multidimensional Expressions query allows users to describe queries and manipulate multidimensional information. Discuss in detail how to use MDX to query multidimensional data.   [10]
Q9. Elucidate the basic concepts of OLAP. Also mention the advantages of OLAP.   [10]
Q10. What is the importance of dimensional data warehouse? Explain in detail.   [10]