Reg No.									

MANIPAL INSTITUTE OF TECHNOLOGY
(Constituent Institute of Manipal University)
MANIPAL-576104

SEVENTH SEMESTER B.E(CSE) DEGREE END SEMESTER EXAMINATION
NOV./DEC. 2012
BUSINESS INTELLIGENCE AND APPLICATIONS -ELECTIVE (CSE-405.4)
DATE: 05-12-2012

TIME: 3 HOURS   MAX.MARKS: 50

Instructions to Candidates
- Answer **any five** full questions.

1.A) Explain the characteristics of structured data with suitable example.   [4]
   B) Discuss OLAP architectures of multi-dimensional data.   [4]
   C) Compare dataware house with data mart.   [2]

2. A) Justify why OLAP operations not allowed directly on ODB.   [2]
   B) Compare OLAP and OLTP.   [4]
   C) A publishing house which operates from its offices across the   country.The publishing house   classifies the country into four   regions[NEWS]. Each of their offices belong to one of the   regions.   Several authors are in contract with the publishing house for the   publication of their work. An author can be associated with more then   one publishing house. An author can be in contract for publication of one or more of their works either with the same publishing house or   multiple publishing houses. But a particular book by an author can be   published by only one publishing house. It can also happen that the book has been coauthored. Draw ERD and Dimensional Model justifying the steps. .   [4]

3. A) Describe slicing and dicing operations on multidimensional data.   [3]
   B) Explain metadata with reference to BI.   [4]
   C) With a suitable example explain how to conduct data profiling.   [3]

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4. A) Mention the parameters of MBQ excellence model. [3]
   B) With necessary diagram explain BI framework. [5]
   C) With example explain different BI applications. [2]

5. A) What is data integration? Explain 2 main approaches to data integration. [1+3]
   B) Data quality is not linear. Justify. [3]
   C) KPI reflect the entire performance of the company and will be cascaded down to the level of individuals". Justify with an example. [3]

6. A) Describe the perspectives of balanced score card for health care sector. [4]
   B) With suitable example explain different types of dash boards. [4]
   C) Mention the characteristics of enterprise reporting. [2]

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