School of Computer Science and Engineering

Fall Semester 2023-2024

Continuous Assessment Test – II

SLOT- A1+TA1+TAA1

Programme Name &Branch: MID & SCOPE

Course Name & code: Business Intelligence & CSI 3017

Faculty Name (s): Dr. A. Kumaresan, Mr. A. Jaya Prakash

Exam Duration: 90 Min.   **Maximum Marks: 50**

General instruction(s):

Answer all the questions

Q.No.	Question	Max Marks
1	Ravi is part of an Analytics company which specialises in Business Intelligence. The company is been approached by a client (ABC pharma) for developing a data warehouse design for them. Ravi's company has decided to use dimensional modelling data structure for the DW design. Explain the elements and steps to be followed by the company in developing the model.	10
2.	With your friends you have started a small brand for selling homecare products. You want to design the business process modelling for the company. Use any 3 business process modelling technique for your proposed business and explain them in the context of your business.	10
3.	Companies need good data to make smart decisions. If you are working with an incomplete or low-quality data set, outcomes suffer. Justify this statement and explain how organizational data can be made accessible, consistent, usable, and secure.	10
4.	The choice phase of problem solving involves a search for an appropriate course of action that can solve the problem. Several major data analytics approaches are possible depending on the situation. Discuss how predictive analytics can be used in decision making.	10
5.	Social media is place full of true and fake information. It is very difficult to differentiate original with fake information as they are presented in such a way everyone believes. How can you use sentiment analysis for solving this problem in one of the biggest social media platform; Twitter. Explain the process behind it.	10