



**School of Computer Science and Engineering**

**Fall Semester 2023-2024**

**Continuous Assessment Test – 1**

**SLOT- A1+TA1+TAA1**

**Programme Name & Branch: MDS INTEGRATED & SCOPE**

**Course Name & code: Business Intelligence & CSI 3017**

**Faculty Name (s): Dr.A.Kumaresan, Dr.A.P. Sunija**

**Exam Duration: 90 Min.**

**Maximum Marks: 50**

**General instruction(s):**

Answer all the questions

Q.No.	Question	Max Marks
1.	Consider yourself designing a business intelligence application for a company; explain the challenges you will face during the design.	10
2.	The Enterprise you are working has decided to implement a comprehensive BI solution to optimize its production processes. Explain how the Enterprise Business Intelligence Lifecycle phases can guide the Enterprise in effectively handling the risk, funds and profit.	10
3.	When developing a BI project, parallel development tracks plays an important role. Each development track has specific deliverables that contribute to the overall BI project objectives. Discuss how parallel development track works.	10
4.	Imagine that you are the owner of an e-commerce store that operates in a global market. Explain the elements required for the BI architecture of your store so that your business becomes successful.	10
5.	Data warehouse designing is crucial for any business to be more effective. Describe how Kimball architecture helps business owners in taking effective decision.	10