P326

APR.-16/BE/Insem-85

B.E. (Computer Engineering)

BUSINESS ANALYTIC AND INTELLIGENCE

(2012 Pattern) (Semester - II) (Elective - IV(a))

Time : 1 Hour]   *[Max. Marks :30*

Instructions to the candidates:

1) *Solve Q1 or Q2, Q3 or Q4, Q5 or Q6.*

2) *Neat diagrams must be drawn wherever necessary.*

3) *Figures to the right side indicate full marks.*

4) *Assume suitable data, if necessary.*

Q1) a) What is Business Intelligence? Explain architecture of it.   **[4]**

b) Define and differentiate between operational data and transactional data.
   [4]

c) Define the terms :   **[2]**

   i) Information

   ii) Knowledge

OR

Q2) a) Explain how data analytics is beneficial, by considering the case study of an Educational institute.   **[4]**

b) Define Business Intelligence cycle and explain its various stages with suitable diagram.   **[4]**

c) List any two standard business in intelligence tools popular in the market.
   [2]

Q3) a) Explain components of Decision support system (DSS).   **[4]**

b) Mention three main types of analysis which can be performed using any DSS system.   **[4]**

c) What forms the backbone of decision making process?   **[2]**

OR

Q4) a) Explain role of BI in decision support systems.   **[4]**

b) Explain techniques of decision support system.   **[4]**

c) What are main limitations of DSS?   **[2]**

Q5) a) Differentiate between Star schema and snowflake schema with suitable example.   **[4]**

b) Explain materialized view and snapshot materialized view with suitable example.   **[4]**

c) Name four main characteristics of a data warehouse.   **[2]**

OR

Q6) a) Explain data warehouse architecture and its components with suitable diagram.   **[4]**

b) With suitable schema, design a data warehouse data model for clinical data, (For example. Drugs, Patients. Physicians etc.,)   **[4]**

c) Define the following terms in Data Warehouse modeling with example.**[2]**

   i) Fact Table   ii) Dimension Table