

1079

B.E. (Information Technology)  
Sixth Semester  
IT-625/635: Business Intelligence

Exam.Code:0924  
Sub. Code: 7017

Time allowed: 3 Hours

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.

Max. Marks: 50

x-x-x

I. Attempt the following:-

- a) Define BI (Business Intelligence). What are its applications?
- b) What is ER model? Draw a ER model of your choice to explain.
- c) What is Snowflake schema? Draw a snowflake schema to explain.
- d) What are the business applications of classification of data?
- e) What is meant by 'E', T and 'L' in ETL process? Discuss with example. (5x2)

### UNIT - I

- II. What is a Data Warehouse (DW)? What are its characteristics? If you are asked to design a DW for a subscription paid library ( where you have to pay for initial membership and renew it every year ) having 5000 members what type of useful information will it contain? What type of analysis can be done by this DW? (10)
- III. What is meant by Data Integration (DI) ? What are the rules of DI? Illustrate DI with an example? (10)
- IV. Discuss the various concepts related to Multidimensional model? What type of multidimension model will be there for a public hospital? Discuss. (10)

### UNIT - II

- V. What is meant by Enterprise Reporting? What are its concepts and what technology / methodology is available for Enterprise Reporting? (10)
- VI. How is Classification and prediction done? Discuss the different techniques. (10)
- VII. What is Association Rule Mining? What are its practical applications? Discuss with an example. (10)

x-x-x