

2124
B.E. (Computer Science and Engineering)
Seventh Semester
Elective - II
CS-703C: Business Intelligence

Time allowed: 3 Hours

Max. Marks: 50

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

x-x-x

- Q1 (i) What is Roll up operation in OLAP?
(ii) Give any two difference between OLTP and OLAP.
(iii) List the different OLAP tools?
(iv) List the different types of dimension tables
(v) What is data quality?
(vi) What is the difference between information visualization and visual analytics?
(vii) List the main BI roles?
(viii) What are nominal attributes?
(ix) What are the limitations of k-means clustering approach
(x) List different clustering approaches.

(10x1)

Section- A

- Q2. (a) Describe the different types and characteristics of Business IT applications. (5)
(b) Explain the star schema model using an example. (5)
Q3. (a) Why data warehouses designed as subject oriented, time variant and non-volatile? (5)
(b) Compare the different OLAP implementation models in detail. (5)
Q4. (a) What are dashboards? Explain their different types. (5)
(b) Describe the different approaches used for data integration. (5)

Section- B

- Q5. (a) What is balanced score card? What are the basic steps required in design of the balanced scorecard? (5)
(b) What is a business report? What are the main characteristics of a good business report? (5)
Q6. (a) What is data mining? How would data mining algorithm deal with qualitative data like unstructured texts from interviews? (5)
(b) Give examples of situations in which cluster analysis would be an appropriate data mining technique. (5)
Q7. Differentiate between classification and clustering. Explain the decision tree induction algorithm in detail. (10)

x-x-x