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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **12CS231** | **Duration :** | **3 hrs** |
| **Sub. Name :** | **BUSINESS INTELLIGENCE** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | **Marks** |
| **PART-A(10X1=10 MARKS)** | | |
| 1. | Define Business Intelligence. | (1) |
| 2. | What do you mean by latency of business intelligence? | (1) |
| 3. | Data must be imported into \_\_\_\_\_\_\_\_\_\_ before it can be used in unified data modeling. | (1) |
| 4. | What is the purpose of using dimensions? | (1) |
| 5. | What do you mean by measure groups? | (1) |
| 6. | Give an example for expression language. | (1) |
| 7. | Write any one important difference between T-SQL and MDX SELECT statement. | (1) |
| 8. | Segmentation divides data into groups with \_\_\_\_\_\_\_\_\_\_ characteristics. | (1) |
| 9. | Association rule mining discovers the unexpected relationships between \_\_\_\_\_\_\_\_\_ values. | (1) |
| 10. | \_\_\_\_\_\_\_\_\_\_\_ is a unique identifier for a table or dimension. | (1) |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11 | Sketch and describe the keys for effective decision making. | (3) |
| 12 | Discuss how specific measures can be used for data mart design. | (3) |
| 13 | Compare additive and non additive measures. | (3) |
| 14 | Write short notes on Classification and Regression. | (3) |
| 15 | Discuss the working of Naïve Bayes Algorithm. | (3) |

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| **PART C(5 X 15= 75 MARKS)** | | | |
| 16. |  | The application is aimed to develop a prison management system that is a collection of registers and reports for the effective management of prisons. This application should contain the modules like nominal roll (unit name, service number and whether or not the person was a prisoner of war.), case register, parole register, Enquiry requests, In-out register and an automated release diary generator. |  |
| a. | Identify the fact table. | (3) |
| b. | Identify the dimension table. | (5) |
| c. | Write the importance of using cubes to predict the monthly sales a company | (7) |
| (OR) | | | |
| 17. | a. | Write short notes on OLTP(Online Transaction Processing) | (3) |
| b. | Compare layout-led discovery and data-led discovery. | (4) |
| c. | With neat sketch explain the specific goals and concrete measures at each level of organization. | (8) |
| 18. | a. | Write short notes on attributes. | (3) |
| b. | Describe how analysis services receive data from data mart and also elucidate on the situations where UDM cannot be used? | (12) |
| (OR) | | | |
| 19. |  | Illustrate the different structures in data mart with neat sketch. | (15) |
| 20. |  | Write short notes on the following terminologies with neat sketch |  |
| a. | Cells | (5) |
| b. | Tuples | (5) |
| c. | Level | (5) |
| (OR) | | | |
| 21. |  | Briefly discuss on the following dimensions. |  |
| a. | Fact dimensions | (4) |
| b. | Parent Child dimension | (4) |
| c. | Role playing dimension | (4) |
| d. | Reference dimension | (3) |
| 22. |  | How do you analyze the relationship between various product attributes and likelihood to be a high seller using Microsoft decision tree algorithm? | (15) |
| (OR) | | | |
| 23. | a. | Discuss in detail about the Microsoft association rule mining which is used to generate rules by finding the frequent item sets. | (15) |
| 24. | a. | Elucidate on the various options for printing a report from report manager. | (10) |
| b. | Explain the major steps that need to be accomplished to clean up the report model. | (5) |
| (OR) | | | |
| 25. | a. | Sketch and depict the Microsoft Tree viewer. | (10) |
| b. | Depict the diagram for report structure | (5) |

ALL THE BEST