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

**Karunya University**

**(Karunya Institute of Technology and Sciences)**

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

**End Semester Examinations Nov/Dec 2016**

**Subject Title: BUSINESS INTELLIGENCE Time : 3 hours**

**Subject Code: 14CS2002 Maximum Marks: 100**

#### **Answer ALL questions**

**PART – A (10 x 1 = 10 MARKS)**

1. Who is a decision maker for a business?

2. Expand OLAP?

3. State the salient features of Legacy Databases.

4. What are OLTP systems?

5. What is a Measure?

6. Differentiate Additive Measure from Non-Additive Measure.

7. List the differences between MDX select and RDBMS SELECT statements.

8. Mention the purpose of Cross Join function.

9. Name any application of Apriori algorithm?

10. Write the syntax of SELECT clause in MDX query.

**PART – B (5 x 3 = 15 MARKS)**

11. What are the three blocks of decision making?

12. Brief data mart.

13. List some of the Aggregate Functions used in an OLAP cube.

14. With suitable examples, illustrate how the COLUMNS query dimension and the ROWS.

15. List the advantages of Business Intelligence reports.

**PART – C (5 x 15 = 75 MARKS)**

16. Discuss how Business Intelligence is applied at various levels of the Organization.

(OR)

17. What is a Data Mart? List the various features of Data Mart. Discuss in detail how the inconsistencies in data are removed before establishing the data mart.

18. Describe OLAP Architectures.

(OR)

19. Discuss the different types of table compressions with a suitable example.

20. Explain .members, .children, .tuple and .set in MDX query.

(OR)

21. How do you ensure Security for a Data Cube? Discuss the procedure.

22. Discuss in detail about some of the tasks performed by Data Mining.

(OR)

23. Explain the various steps of Data Mining.

24. Explain the different data mining algorithms.

(OR)

25. Discuss Report Structure highlighting the various components.