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



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

**Supplementary Examination – June – 2017**

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| **Code :** | **14CS2002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS INTELLIGENCE** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. |  | Identify the fact table, dimension table and draw the star schema for the below given application.  The project 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. | CO1 | 20 |
| (OR) | | | | |
| 2. | a. | Write short notes on Key Performance Indicators (KPI). | CO2 | 5 |
| b. | Compare layout-led discovery and data-led discovery. | CO3 | 5 |
|  | c. | Sketch a pyramid diagram to represent the specific goals and concrete measures at each level of organization. | CO1 | 10 |
| 3. | a. | Describe how analysis services receives data from data mart and also elucidate on the situations where UDM cannot be used | CO3 | 15 |
|  | b. | Write short notes on attributes. | CO2 | 5 |
| (OR) | | | | |
| 4. |  | Illustrate the different structures in data mart with neat sketch. | CO1 | 20 |
| 5. |  | Write short notes on the following terminologies with neat sketch |  |  |
|  | a. | Cells. | CO3 | 6 |
|  | b. | Tuples. | CO3 | 7 |
|  | c. | Level. | CO3 | 7 |
| (OR) | | | | |
| 6. |  | List out the steps in detail to define an OLAP cube on top of a database of Max Min organization which wants to perform multidimensionalanalysis on the information in the manufacturing data mart. | CO1 | 20 |
| 7. |  | Use Microsoft decision tree algorithm to analyze the relationship between various product attributes and likelihood to be a high seller. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Discuss in detail about the Microsoft association rule mining which is used to generate rules by finding the frequent item sets. | CO3 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Sketch and depict the Microsoft Tree viewer. | CO2 | 10 |
|  | b. | Sketch a block diagram and explain the functional structure of report server. | CO1 | 10 |

ALL THE BEST