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



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

**End Semester Examination – April/May– 2017**

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| **Sub. 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. | a. | Write short notes on OLTP(Online Transaction Processing). | CO2 | 5 |
|  | b. | Compare layout-led discovery and data-led discovery. | CO1 | 5 |
|  | c. | With neat sketch explain the specific goals and concrete measures at each level of organization. | CO3 | 10 |
| (OR) | | | | |
| 2. |  | The retail market is fickle, and market trends change rapidly. In this ever-changing environment, the retailer must have complete insight into how actual results compare to plan numbers, revenue by store, location, region, product line and other factors. The retail enterprise must carefully manage operational costs to be sure these costs are optimised. Hours of operation, resource allocation, hiring, training, facilities management and other factors impact revenue and the bottom line. |  |  |
| a. | Draw the fact table for the above given application. | CO2 | 5 |
| b. | Draw the dimension table for the above given application. | CO1 | 5 |
|  | c. | Infer the importance of using cubes to predict the monthly sales a company. | CO3 | 10 |
| 3. | a. | Describe how analysis services receive data from data mart and also elucidate on the situations where UDM cannot be used? | CO2 | 10 |
|  | b. | Discuss how the data availability can be assured in OLTP. | CO1 | 5 |
|  | c. | Write short notes on dirty data. | CO2 | 5 |
| (OR) | | | | |
| 4. |  | Illustrate the different types of compressions offered by SQL server with examples. | CO1 | 20 |
| 5. | a. | Write the syntax for MDX SELECT statement with one query and two query dimensions. | CO2 | 5 |
|  | b. | Discuss briefly how a filter function can be used to filter the results produced. | CO3 | 15 |
| (OR) | | | | |
| 6. | a. | Describe in detail about Microsoft Naive Bayes algorithm. | CO1 | 10 |
|  | b. | Explain how Microsoft association rule mininggenerates rules by generating the frequent item sets. | CO3 | 10 |
| 7. |  | List out steps in detail to define an OLAP cube on top of that database as the president of Max Min organization wants to perform multidimensionalanalysis on the information in the Manufacturing data mart. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Discuss the following dimensions with a suitable example.   1. Fact dimensions 2. Parent Child dimension 3. Role playing dimension 4. Reference dimension | CO3 | 20 |
|  | | **Compulsory:** |  |  |
| 9. | a. | List out the various options for printing a report from report manager. | CO2 | 10 |
|  | b. | Explain the major steps that need to be accomplished to clean up the report model. | CO1 | 10 |

ALL THE BEST