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

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **16CA2016** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS ANALYTICS** | **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 down the key ingredients of making effective decision. | CO1 | 5 |
| b. | Explain why sinking of the Titanic provides a catastrophic illustration of poor decision making. | CO1 | 12 |
| c. | Define Data Mining. | CO2 | 3 |
| (OR) | | | | |
| 2. | a. | Explain about a) Data warehouse b) BI systems c) Aggregate d) Archiving. | CO1 | 10 |
| b. | Explain about four types of data used to define the structure of Data Mart. | CO1 | 10 |
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| 3. | a. | How to store unstructured data? How to extract information from unstructured data? | CO3 | 10 |
| b. | Explain about UIMA solution for unstructured data. | CO3 | 10 |
| (OR) | | | | |
| 4. | a. | Explain about OLTP and OLAP. | CO3 | 5 |
| b. | Write notes on various OLAP operations on Mutidimensional data. | CO3 | 5 |
| c. | Write down the data models for OLTP and OLAP. | CO2 | 5 |
| d. | Compare the various features of OLTP and OLAP. | CO2 | 5 |
|  |  |  |  |  |
| 5. | a. | Describe the Business Intelligence framework. Explain about any two layers. | CO4 | 15 |
| b. | Mention any two open source tools for each of the following categories. i) ETL ii) RDBMS iii) Reporting iv) Analysis. | CO4 | 5 |
| (OR) | | | | |
| 6. | a. | Briefly describe the BI program roles executed by program team. | CO4 | 8 |
| b. | Explain the business solutions provided by BI. | CO4 | 4 |
| c. | List down the responsibilities of a Database Administrator. | CO4 | 8 |
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| 7. | a. | What are the differences between the top-down approach and the bottom-up approach to build a data warehouse? | CO3 | 5 |
| b. | What is data profiling? When and how to conduct data profiling ? | CO6 | 15 |
| (OR) | | | | |
| 8. | a. | How is Conceptual model different from Logical model? Explain. | CO4 | 7 |
| b. | List out differences between star schema and Snowflake schema? | CO4 | 6 |
| c. | Assume your fields. Draw the star model for “HealthyYou”. | CO5 | 7 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Explain the four components of metric data: Subject, Stratum, Quantum and Application. Use an example to explain your answer. | CO4 | 8 |
| b. | Explain various attributes of a good metrics. | CO4 | 12 |