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

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| **Code :** | **14CS2002** | **Duration :** | **3hrs** |
| **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. | Expand OLAP? | 1 |
| 3. | State the salient features of Legacy Databases. | 1 |
| 4. | What are OLTP systems? | 1 |
| 5. | What is a Measure group? | 1 |
| 6. | Differentiate Additive Measure from Non-Additive Measure. | 1 |
| 7. | List the differences between MDX SELECT and T-SQL SELECT statements. | 1 |
| 8. | Mention the purpose of Cross Join function. | 1 |
| 9. | Name any one data mining algorithm? | 1 |
| 10. | Write the syntax of SELECT clause in MDX query. | 1 |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11. | What are the three blocks of decision making? | 3 |
| 12. | Explain about the structure of a Data Mart in brief. | 3 |
| 13. | List some of the Aggregate Functions used in an OLAP cube. | 3 |
| 14. | With suitable examples, illustrate how the COLUMNS query dimension and the ROWS. | 3 |
| 15. | State the procedure for Mining reports from a Business intelligence system. | 3 |

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| **PART C(5 X 15= 75 MARKS)** | | | |
| 16. |  | Discuss how Business Intelligence is applied at various levels of the Organization. | 15 |
| (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. | 15 |
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| 18. |  | Describe OLAP Architectures. | 15 |
| (OR) | | | |
| 19. |  | Discuss the different types of table compressions with a suitable example. | 15 |
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| 20. |  | Explain .members, .children, .tuple and .set in MDX query. | 15 |
| (OR) | | | |
| 21. |  | How do you ensure Security for a Data Cube? Discuss the procedure. | 15 |
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| 22. |  | Discuss in detail about some of the tasks performed by Data Mining. | 15 |
| (OR) | | | |
| 23. |  | Explain the various steps of Data Mining. | 15 |
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| 24. |  | Explain the different data mining algorithms. | 15 |
| (OR) | | | |
| 25. |  | Discuss Report Structure highlighting the various components. | 15 |