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



**End Semester Examination – NOV / DEC – 2019**

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| **Code :** | **16CA2016** | **Duration :** | **3 Hrs** |
| **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. | Define Data Mining. | CO1 | 5 |
| b. | Explain why sinking of the Titanic provides a catastrophic illustration of poor decision making. | CO1 | 12 |
| c. | Discuss about business intelligence at various levels. | CO2 | 3 |
| **(OR)** | | | | |
| 2. | a. | Explain about i) Data warehouse ii) BI systems iii) Aggregate iv) Archiving. | CO1 | 10 |
| b. | Briefly discuss about snowflake and star schema with diagram. | CO1 | 10 |
|  | | | | |
| 3. | a. | How to store structured data? How to extract information from structured data? | CO2 | 10 |
| b. | Explain about UIMA solution for unstructured data. | CO1 | 10 |
| **(OR)** | | | | |
| 4 | a. | Explain the various types of digital data with suitable example. | CO2 | 20 |
|  | | | | |
| 5. | a. | With neat diagram describe about i) Business layer  ii) Administration and operational layer. | CO1 | 10 |
| b. | List down the responsibilities of ETL specialist. | CO1 | 10 |
| **(OR)** | | | | |
| 6. | a. | Briefly describe the BI program roles executed by program team. | CO2 | 8 |
| b. | Differenciate casual users and power users. | CO2 | 4 |
| c. | List down the responsibilities of a Database Administrator. | CO2 | 8 |
|  |  |  |  |  |
| 7. | a. | What constitutes a data warehouse? Explain. | CO3 | 10 |
| b. | Explain the various data integration approaches. | CO3 | 10 |
| **(OR)** | | | | |
| 8. | a. | Draw the star model for Good Food Restauranta Inc. | CO3 | 8 |
| b. | List down the salient features of physical model. | CO3 | 6 |
| c. | Discuss the different methods of loading dimension tables. | CO3 | 6 |
|  | | **Compulsory**: |  |  |
| 9. | a. | List down the potential sources for metrics. | CO3 | 10 |
| b. | Explain various attributes of a good metrics. | CO3 | 10 |