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



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17CA2016** | **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.** | **Question** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Write a note on effective decision making. | CO1 | 5 |
| b. | Explain the types of BI solutions. | CO1 | 5 |
| c. | Describe the need for Business Intelligence. | CO2 | 10 |
| **(OR)** | | | | |
| 2. | a. | Write a note on data cleaning. | CO1 | 5 |
| b. | Discuss BI at many levels. | CO5 | 5 |
| c. | Elaborate the steps involved in the development of Business Intelligence. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Write a note on XML with an example. | CO1 | 5 |
| b. | Depict OLAP in BI. | CO2 | 5 |
| c. | Elaborate unstructured data with its possible solutions. | CO1 | 10 |
| **(OR)** | | | | |
| 4. | a. | Write note on OEM with its structure. | CO1 | 5 |
| b. | Distinguish between Semi-structured and structured data with examples. | CO1 | 5 |
| c. | Discuss about OLTP and OLAP in detail. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | Depict the BI component framework. | CO3 | 5 |
| b. | List out the technology solutions of BI applications and explain with examples. | CO3 | 5 |
| c. | Classify the BI roles and explain the responsibilities. | CO3 | 10 |
| **(OR)** | | | | |  |  |  |  |
| 6. | a. | State the two main approaches of data integration. | CO3 | 5 |
| b. | Distinguish data warehouse and data mart. | CO3 | 5 |
| c. | Explain the three stage process ETL of data warehousing. | CO1 | 10 |
|  |  |  |  |  |
| 7. | a. | List out the major advantages of data profiling. | CO4 | 5 |
| b. | Describe the schedule data profiling task. | CO4 | 5 |
| c. | Describe data quality in detail. | CO4 | 10 |
| **(OR)** | | | | |
| 8. | a. | Define Entity, Attribute and Cardinality of Relationship. | CO5 | 5 |
| b. | List out the major steps undertaken during data warehousing life-cycle. | CO1 | 5 |
| c. | Discuss any one type of data model. | CO5 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Differentiate between Star schema and Snowflake schema. | CO6 | 5 |
| b. | Explain Junk Garbage Dimension with example. | CO6 | 5 |
| c. | List out the types of dimension tables and explain. | CO6 | 10 |