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



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

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| **Code :** | **17CS2027** | **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. | Explain the three blocks of decision making. | CO4 | 10 |
| b. | Elucidate the salient features of Legacy Databases. | CO1 | 10 |
| **(OR)** | | | | |
| 2. | a. | Demonstrate the types of schemas in Data Warehouse. | CO3 | 10 |
| b. | Write short notes on Key Performance Indicators (KPI). | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Discuss the features of Customer-Centric Intelligent eBusiness. | CO1 | 10 |
| b. | Justify the importance of managerial decision making in an organization. | CO4 | 10 |
| **(OR)** | | | | |
| 4. |  | Show the usage of MDX queries with related examples. | CO5 | 20 |
|  |  |  |  |  |
| 5. |  | Explain the algorithm which can reduce the marketing cost by dividing the customers in to {purchase, don’t purchase} class attributes. | CO5 | 20 |
| **(OR)** | | | | |
| 6. | a. | Name an algorithm which can be used for the following applications: floor planning, stock planning, focused marketing campaigns for product awareness, product promotion and customer retention. Justify with nessesary diagrams. | CO3 | 10 |
|  | b. | Demonstrate the “Market Basket Analysis” algorithm. | CO3 | 10 |
|  |  |  |  |  |
| 7. |  | Justify the importance of data visualization in business intelligence. | CO6 | 20 |
| **(OR)** | | | | |
| 8. |  | Explain Linear Regression with an example. | CO3 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Elucidate Adhoc reporting. | CO6 | 10 |
| b. | Explain various tools used in reporting for business intelligence. | CO6 | 10 |