


Name:			
Enrolment No:			
UPES End Semester Examination, May 2024			
Course: Business Intelligence Program: B.Tech. CSE BAO (H&NH) Course Code: CSBA3003		Semester: VI Time: 03 Hrs. Max. Marks: 100	
Instructions: Attempt all sections.			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	Draw data, information, knowledge, and wisdom (DIKW) pyramid.	4	CO1
Q 2	Differentiate between centralized and decentralized deployment of BI.	4	CO2
Q 3	List key factors influencing BI implementation costs.	4	CO1
Q 4	Write the difference between enterprise dashboard and scorecard?	4	CO2
Q 5	Demonstrate how OLAP help in advanced analytics.	4	CO2
SECTION B (4Qx10M= 40 Marks)			
Q 6	Illustrate risk management and discuss the role of BI in risk mitigation.	10	CO2
Q 7	Discuss Single Sign-On (SSO), data backup and restoring in context of BI security.	10	CO4
Q 8	Determine who to enable a hierarchy in the report view using drill-up and drill-down capabilities.	10	CO3
Q 9	Describe enterprise performance management (EPM) and its benefits. How it is different from ERP. OR Define business querying and reporting importance in BI. Also show example of each (query and reporting).	5+5	CO4
SECTION-C (2Qx20M=40 Marks)			
Q 10	Describe stages of BI projects using ASUG Business Intelligence maturity model with suitable diagram.	20	CO3
Q 11	Define and compare the different types of analysis (Descriptive, Predictive and Prescriptive) used in Business Intelligence with suitable examples of each.	20	CO4

OR

Case Study: How Netflix (an OTT Platform) uses Business Intelligence to flourish their success. (The raw material/ data available to them was the viewer details).