Name: **Enrolment No:**	UPES UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

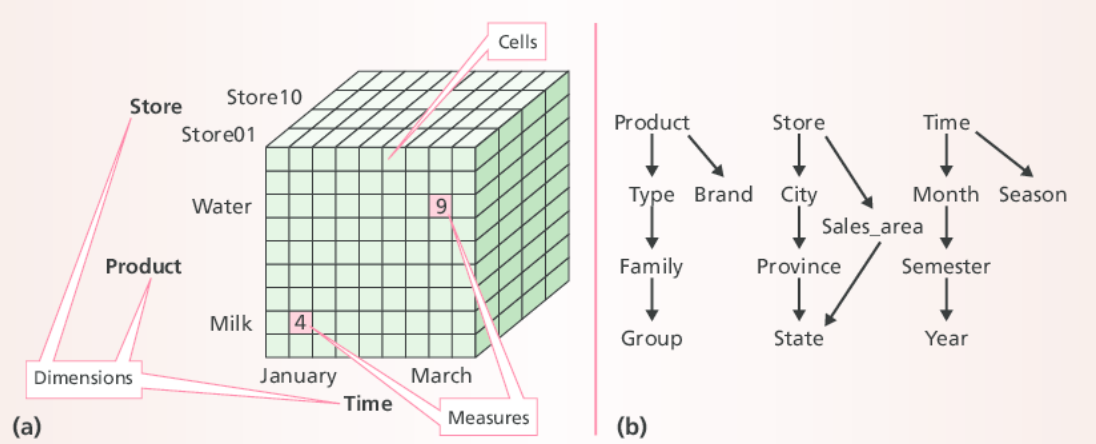
Course: Business Intelligence **Semester: VIII**
Program: BTech – CS (ECRA/BFSI) **Time 03 hrs.**
Course Code: CSIB 383 **Max. Marks: 100**

Instructions: All questions are compulsory. Options are given for questions 9 and 11.

SECTION A

S. No.		Marks	CO
Q 1	List the functional areas of Business Intelligence tool.	**4**	**CO1**
Q 2	Explain the role of BI in healthcare industry	**4**	**CO2**
Q 3	What is decision support system? What are its three tiers?	**4**	**CO3**
Q 4	Explain the cloud computing architecture and services.	**4**	**CO1**
Q 5	Differentiate between OLAP and OLTP.	**4**	**CO1**

SECTION B

Q 6	Dealing with BI solution architecture, you are asked to create an architecture of UPES. Explain how Centralized and Decentralized architecture will differ	**10**	**CO2**
Q 7	Explain in detail the extract/transform/load (ETL) design of an automated warehouse	**10**	**CO4**
Q 8	Suppose you have been given the following data cube(a) from a company and hierarchies on dimensions(b):  Explain how cross tabulation can help to deal with the different hierarchies?	**10**	**CO3**
Q 9	**Explain the following terms with an example:** **(a) SAAS** **(b) IAAS** **(c) PAAS**	**10**	**CO1**

	OR Discuss the conceptual modeling and design process of data warehouses.		
SECTION-C			
Q 10	Explain Dashboard and its types. Write the steps to create a dashboard and dashboard design principles with the help of example.	**20**	**CO5**
Q 11	Describe the process of building reports and different reporting styles. **OR** Explain Kaplan-Norton Balanced Scorecard and Rayport-Jaworski Performance Dashboard and Strategy Framework.	**20**	**CO4**

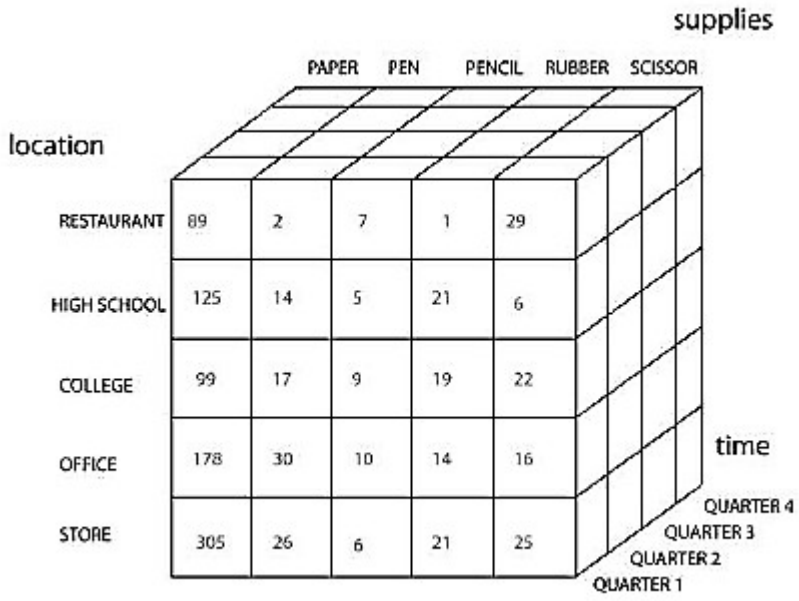
Name: Enrolment No:	UPES UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Business Intelligence **Semester: VIII**
Program: BTech – CSE (ECRA/BFSI) **Time 03 hrs.**
Course Code: CSIB 383 **Max. Marks: 100**

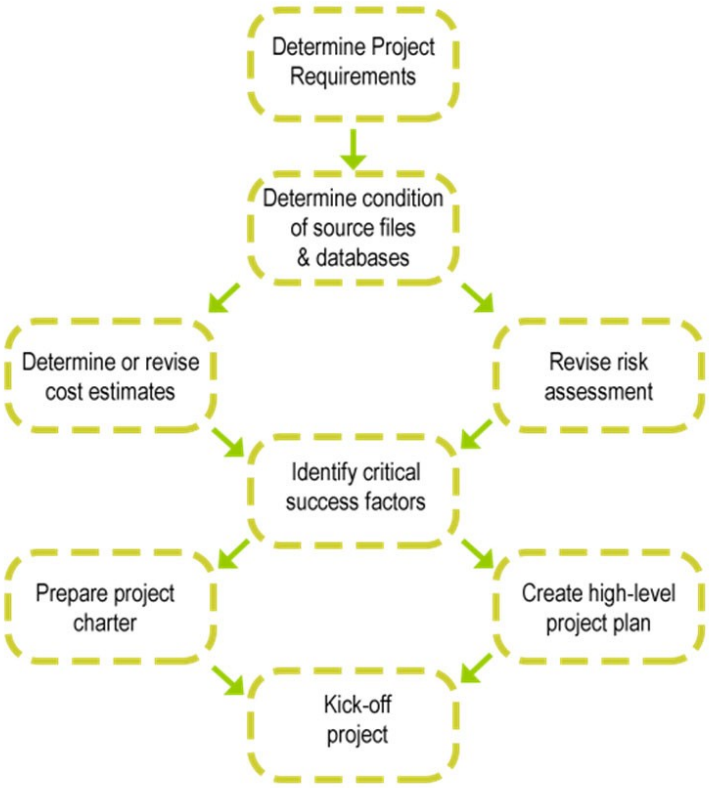
Instructions: All questions are compulsory. Options are given for questions 9 and 11.

SECTION A

S. No.		Marks	CO
Q 1	Explain the role of BI in healthcare industry.	4	CO1
Q 2	Differentiate between OLAP and OLTP.	4	CO1
Q 3	What are the business functional requirements and also draw the BI logical diagram.	4	CO3
Q 4	Explain the concept of Metrics in detail.	4	CO4
Q 5	Consider the following data cube:  What do you understand from it? (dimensions, attributes, measures)	4	CO1

SECTION B

Q 6	Explain the data mining techniques used in neural networks with special reference to decision trees.	10	CO2
Q 7	Discuss the conceptual modeling and design process of data warehouses.	10	CO1
Q 8	Describe the process of building charts for Dashboards.	10	CO4
Q 9	Explain the role of Business Intelligence in formulating the corporate strategy of the	10	CO3

	company. OR Describe how to design and plan a BI system.		
	SECTION-C		
Q 10	The steps are required to plan a BI project are given in the figure below. The company that you are working for is a News reporting company dealing with a project on 2019 election prediction and survey. How are you going forward to implement a BI project?  	**20**	**CO4**
Q 11	Explain Dashboard and its types. Write the steps to create a dashboard and dashboard design principles with the help of example. **OR** Dealing with a BI solution architecture, you are asked to create an architecture of UPES. Explain how Centralized and Decentralized architecture will differ. Explain other alternative architectures. How can you expand UPES BI potential?	**20**	**CO5**