SET A

Name:	
Enrolment No:	**UPES**

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Business Intelligence (IBM Elective)   **Semester: 7th**
Programme: B-Tech CS-TI   **Code: CSIB 383**
Time: 03 hrs.   **Max. Marks: 100**
Instructions: All question from each section carries equal marks, attempt all questions

SECTION A

S. No.		Marks	CO
Q 1	Define Business Intelligence and explain the role of Data warehouse in Business Intelligence.	**04**	**CO1**
Q 2	What are ethical and legal limits of Business Intelligence?	**04**	**CO3**
Q 3	State and explain the differences between OLTP and OLAP.	**04**	**CO2**
Q 4	What is dashboards ad scorecards and how it is used as a solution in Business Intelligence?	**04**	**CO4**
Q 5	What are the various types of reports and what is metadata.	**04**	**CO2**

SECTION B

Q 6	What is the 3 –tier architecture of BI and explain its basic components in details	**08**	**CO4**
Q 7	Explain OLAP architecture and discuss OLAP performance in analytics.	**08**	**CO3**
Q 8	Write short notes on organizing an effective BI term, and drill down capabilities.	**08**	**CO5**
Q 9	Can BI is used for Data Mining or vice versa, justify it and critically comment the inferences of ETL(Extract,Transformation,Loading) OR Write short note on: Data Warehouse and Risk management.	**08**	**CO3**
Q 10	Discuss BI software and its contribution towards the development of business. OR State and explain the 10 best practices of BI design	**08**	**CO2**

SECTION-C

Q 11	What do you mean by Cloud Computing? Differentiate between SAAS, PAAS, and AAAS. Draw and explain the basic architecture of cloud computing and how it is related to BI. (4+6+5+5)	**20**	**CO1**
Q 12	Discuss business intelligence software and its contribution towards the Development of business. And Discuss a case study on how data mining techniques used to analysis customer perception towards online shopping. (10+10) OR Analyse the role of data mining and business intelligence applications in Banking.And plan a BI project and discuss project planning, Project resources and project task.(10+10)	**20**	**CO1** **CO2** **CO4** **CO3**

SET B

<table>
<tr><td colspan="2">Name:

Enrolment No:</td><td colspan="3">UPES</td></tr>
<tr><td colspan="5">UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
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<tr><td colspan="5" align="center">SECTION A</td></tr>
<tr><td>S. No.</td><td></td><td></td><td>Marks</td><td>CO</td></tr>
<tr><td>Q 1</td><td colspan="2">List out the advantages of information technology in business.</td><td>04</td><td>CO1</td></tr>
<tr><td>Q 2</td><td colspan="2">What are the features of ETL Design?</td><td>04</td><td>CO3</td></tr>
<tr><td>Q 3</td><td colspan="2">Write short note on mobile and disconnected BI</td><td>04</td><td>CO1
CO 2</td></tr>
<tr><td>Q 4</td><td colspan="2">What is data mining and how it is related to BI.</td><td>04</td><td>CO4</td></tr>
<tr><td>Q 5</td><td colspan="2">Differentiate between ROLAP, MOLAP, and HOLAP.</td><td>04</td><td>CO5</td></tr>
<tr><td colspan="5" align="center">SECTION B</td></tr>
<tr><td>Q 6</td><td colspan="2">How the data warehouses are designed and developed for a given application. Do explain.</td><td>08</td><td>CO1</td></tr>
<tr><td>Q 7</td><td colspan="2">Explain different OLAP operations on multidimensional data and what the differences between OLAP and OLTP are.</td><td>08</td><td>CO 1
CO 5</td></tr>
<tr><td>Q 8</td><td colspan="2">What are the elements of BI solutions? Explain metadata models ,business query and reporting

OR

Write short notes on organizing an effective BI term, and drill down capabilities.</td><td>08</td><td>CO1
CO2</td></tr>
<tr><td>Q 9</td><td colspan="2">Discuss BI software and its contribution towards the development of business.
OR
State and explain the 10 best practices of BI design</td><td>08</td><td>CO3</td></tr>
<tr><td>Q 10</td><td colspan="2">What are ethical and legal limits of Business Intelligence?And explain slice and Dice and role up process.</td><td>08</td><td>CO2</td></tr>
<tr><td colspan="5" align="center">SECTION-C</td></tr>
<tr><td>Q 11</td><td colspan="2">List the characteristics of BI Solution. Explain how BI can help companies analyze changing trends in market share or changes in customer behavior.</td><td>20</td><td>CO1</td></tr>
<tr><td>Q 12</td><td colspan="2">Draw and explain the basic architecture of cloud computing and how it is related to BI.
OR
Explain how business intelligence tools can be used by banks for historical analysis,performance budgeting,business performance analytics,employee performance</td><td>20</td><td>CO4
CO3</td></tr>
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	measurement,executive dashboard,marketing and sales automation,product automation,product innovation,customer profitability,regularity compliance,and risk management.		