


Name:			
Enrolment No:			
UPES End Semester Examination, May 2024			
Course: Business Intelligence Program: (AI&ML-BD-CCVT-DEV-GG-CSF-H/NH) Course Code: CSBA4020P		Semester: VIII Time: 03 Hrs. Max. Marks: 100	
Instructions: Attempt all sections.			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	Draw information, knowledge, and intelligence and wisdom pyramid.	4	CO1
Q2	Analyze its key elements of enterprise performance management (EPM).	4	CO2
Q3	List key factors that are required for measuring the success of BI projects.	4	CO1
Q4	Write the difference between enterprise dashboard and scorecard?	4	CO2
Q5	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 steps that are taken by BI administration to address security concerns.	10	CO4
Q8	Explain drill-up and drill-down capabilities of reporting.	10	CO3
Q9	Define metadata models and discuss why metadata become so important for businesses.	10	CO4
SECTION-C (2Qx20M=40 Marks)			
Q 10	Draw and discuss three-tier architecture of business intelligence. Also explain why business intelligence is not a one-size-fits-all solution.	20	CO3
Q 11	Describe the data warehouse process and its components in detail using suitable diagram. OR Case Study: Company XYZ Solutions is headquartered in the USA; it is an expert company in real estate development. This MNC has large no of	20	CO4

	<p>customers across the world. The company is aiming to gain deeper insight into its business, this company wanted to establish a comprehensive financial reporting based on the aggregate business data. How BI can solve this Challenge? (Describe how implementing BI projects in XYZ Solutions can achieve the solution)</p>		
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