

Total No. of Questions : 10]

P2064

SEAT No. :

[Total No. of Pages : 2

[5059] - 669

B.E. (Information Technology)

BUSINESS INTELLIGENCE

(2012 Pattern) (Elective - II) (End Sem.)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer Question Q.1 or Q. 2, Q. 3 or Q. 4, Q. 5 or Q. 6, Q. 7 or Q. 8, Q. 9 or Q.10.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*

- Q1)** a) What is OLAP? Explain the guidelines for implementation of OLAP. **[6]**
- b) Define Business Intelligence. Explain the role of data warehouse in Business Intelligence. **[4]**

OR

- Q2)** a) What are facts? Explain additive, semi-additive and non-additive facts with the help of example. **[6]**
- b) Differentiate between OLAP and OLTP. **[4]**

- Q3)** a) Explain different types of schema used for data warehouse design. **[4]**
- b) Explain components of ETL architecture with the help of neat diagram. **[6]**

OR

- Q4)** a) Explain data mart in detail. **[4]**
- b) Write short note on: (Each 3 Marks) **[6]**
- i) Slowly Changing Dimensions (SCD)
 - ii) Conformed Dimensions

P.T.O.

- Q5)** a) What are the various types of Reports? Explain Ad-hoc reporting in detail. [8]
b) What is data aggregation? Explain use of data aggregation. [8]

OR

- Q6)** a) Explain the importance of security while creating Business Intelligence reports. Explain different types of securities in reporting. [8]
b) What is materialized view and Snapshot materialized view? Explain with proper example. [8]

- Q7)** a) Explain cluster analysis with real world example. Also list out its applications. [8]
b) Compare and contrast In-DB and In-memory analytics. [8]

OR

- Q8)** a) What is time-series analysis? Explain the ways to identify the patterns in time-series data. [8]
b) Explain hierarchical clustering algorithm along with different methods to calculate the distance between clusters. [8]

- Q9)** a) Explain with neat diagram the architecture of Business Intelligence on cloud. [10]
b) Explain the components of Teradata with the help of diagram. [8]

OR

- Q10)** Write short notes on (any 3) [18]
a) Map-Reduce
b) HDFS
c) PIG
d) HIVE

