Time: Three Hours   Maximum: 100 Marks

Answer ALL the questions

Knowledge Levels (KL)	K1 – Remembering	K3 – Applying	K5 - Evaluating
	K2 – Understanding	K4 – Analyzing	K6 - Creating

PART – A

(10 x 2 = 20 Marks)

Q.No.	Questions	Marks	KL	CO
1.	Give examples for semi-structured data.	2	K1	CO1
2.	Outline the characteristics of internet ready IT applications?	2	K2	CO2
3.	Mention the need for BI?	2	K2	CO2
4.	What do you understand by the term Data Mart?	2	K1	CO2
5.	Differentiate OLTP vs. LAP?	2	K2	CO3
6.	What is dimension table? Mention its uses.	2	K2	CO3
7.	List the roles of metrics?	2	K1	CO4
8.	Write down the use of Scorecard?	2	K2	CO4
9.	How cloud computing is used in BI?	2	K2	CO5
10.	Interpret the need for BI on the move?	2	K2	CO5

PART – B

(5 x 13 = 65 Marks)

Q.No.	Questions	Marks	KL	CO
11. a)	Summarize core business processes? Explain about Baldrige business excellence framework in detail.	13	K2	CO1

b) Write notes on structured, unstructured and semi-structured data with example.	13	K2	CO1
12. a) Compare and contrast Ralph Kimball's Approach vs W.H. Inmon's Approach.	13	K2	CO2

<div align="center">(OR)</div>

b) Discuss about Data warehouse ETL process and data profiling.	13	K2	CO2
13. a) Mention the significance of OLAP? Explain in detail about the various OLAP operations.	13	K2	CO3

<div align="center">(OR)</div>

b) Illustrate dimensional models? Explain Dimensional modeling life cycle.	13	K2	CO3
14. a) Discuss in detail about KPIs and performance management.	13	K2	CO4

<div align="center">(OR)</div>

b) i. Write notes on Enterprise reporting characteristics.	8	K2	CO4
ii. Compare and contrast Scorecards and Dashboards.	5	K2	CO4
15. a) Write about social CRM? How BI is used for social CRM? Explain.	13	K2	CO5

<div align="center">(OR)</div>

b) Explain the Return on Investment for Business Intelligence with your own example.	13	K2	CO5

PART – C

<div align="center">(1 x 15 = 15 Marks)</div>

Q.No.	Questions	Marks	KL	CO
16. a) Consider a scenario where a customer care representative is called to place a complaint about one of their product offerings. The customer care representative takes down complaint. Explain about the format of data in the complaint and interpret the business intelligence that can be performed on the data. Explain how the data can be used and identify the business questions that can be answered with the data by data profiling.	15	K3	CO2

<div align="center">(OR)</div>

b) Consider that a college needs ERP. Write about the use of BI for ERP system and how it will help your institute/college?	15	K3	CO5