

Reg.No.:



VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.

Question Paper Code: 6014

B.E. / B.Tech. DEGREE END-SEMESTER EXAMINATIONS – MAY / JUNE 2024

Sixth Semester

Information Technology

U19ITV34 – BUSINESS INTELLIGENCE AND ITS APPLICATIONS

(Regulation 2019)

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

Q.No.	Questions	(10 x 2 = 20 Marks)		
		Marks	KL	CO
1.	Tell about the key components that constitute the fundamental foundations of business analytics.	2	K1	CO1
2.	What does data profiling entail in the context of business intelligence? Provide an illustration.	2	K1	CO1
3.	In what ways is the BI process employed in private and public intelligence contexts?	2	K2	CO2
4.	List the primary principles within business intelligence architecture.	2	K1	CO2
5.	Enumerate at least two instances (examples) of both a fact table and a dimension table.	2	K2	CO3
6.	List down the four types of data models. Give examples for each?	2	K1	CO3
7.	Compare the primary distinction between scorecards and dashboards?	2	K2	CO4
8.	In the Business Intelligence context, which metric stands out as the most crucial to monitor, and what makes it so significant?	2	K2	CO4
9.	How does cloud computing contribute to business analytics?	2	K1	CO5
10.	Identify the security issues regarding Mobile Business Intelligence.	2	K2	CO5

PART – B

Q.No.	Questions	(5 x 13 = 65 Marks)		
		Marks	KL	CO
11. a)	Outline the criteria encompassed within the Baldrige Business Excellence Framework that contribute to enhancing productivity and profitability within an organization. (OR)	13	K2	CO1
b)	Distinguish between structured, semi-structured, and unstructured data. Highlight various modern-usage tools and/or software commonly associated with each category.	13	K2	CO1
12. a)	Explain the various stages in Kimball's approach to crafting a dimensional model for a data warehouse. Analyze and differentiate Kimball's methodology from the Inmon method. (OR)	13	K2	CO2
b)	Elaborate on the design of an automated warehouse's Extract/Transform/Load (ETL) process.	13	K2	CO2
13. a)	Brief about Online Analytical Processing (OLAP) architecture. Distinguish between OLAP and OLTP. (OR)	13	K1	CO3
b)	Provide a concise overview of the stages in a dimensional data modeling lifecycle.	13	K1	CO3
14. a)	Illustrate the criteria for the performance excellence framework of Enterprise Reporting with a neat diagram. (OR)	13	K2	CO4
b)	Explain the Report standardization and Presentation practices of an Enterprise.	13	K1	CO4
15. a)	Elaborate on Business Intelligence tailored for Enterprise Resource Planning (ERP) systems. (OR)	13	K2	CO5
b)	Examine the function of business intelligence applications within the banking sector.	13	K2	CO5

PART – C

Q.No.	Questions	(1 x 15 = 15 Marks)		
		Marks	KL	CO
16. a)	Organize the legal and ethical implications related to conducting Business Intelligence on the internet. (OR)	15	K3	CO5
b)	Apply the strategies adopted for bridging the traditional and social CRM. Examine and elaborate about the social CRM metrics.	15	K3	CO5