

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Tech.(CSE/IT) (2011 Onwards Elective-II) (Sem.-7,8)**

# BUSINESS INTELLIGENCE

**Subject Code : BTCS-908**

Paper ID : [A2990]

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

## SECTION-A

1. Write briefly :
  - a. OLAP
  - b. Applications of BI
  - c. Data Warehouse
  - d. Data Integration
  - e. OLTP
  - f. Data Quality
  - g. ER Modeling
  - h. Facts and Attributes
  - i. Business Metrics
  - j. Enterprise Reporting

### SECTION-B

2. What is Business Intelligence and its applications? Explain its framework also.
3. What is Data Integration and its advantages?
4. Differentiate between Data Modeling, ER Modeling and Multidimensional Modeling.
5. Describe the use of enterprise reporting in Business Intelligence.
6. What is Data Mining? Explain its techniques.

### SECTION-C

7. Describe the functionalities of Data Mining in Business Intelligence.
8. What are the requirements of Business Intelligence in any field of business?
9. Discuss in detail hierarchies, star and snowflake schemas.