Please check that this question paper contains 09 questions and 02 printed pages within first ten minutes.

[Total No. of Questions: 09]

[Total No. of Pages: 02]

Uni. Roll No. 22031 99....

Program: B.Tech. (Batch 2018 onward)

Semester: 5th

Name of Subject: Business Intelligence & its Applications

Subject Code: PEIT-101

Paper ID: 16444

Time Allowed: 03 Hours

Max. Marks: 60

NOTE:

1) Parts A and B are compulsory

2) Part-C has Two Questions Q8 and Q9. Both are compulsory, but with internal choice

3) Any missing data may be assumed appropriately

Part - A

[Marks: 02 each]

Q1.

- What is purpose of Tableau?
- b) Why we use Power BI?
- Compare between structured and unstructured data.
- Draw star schema for retail chain store.
- List any 6 open source tools useful in BIA.
- Outline the things to consider when choosing business intelligence.

Part - B

[Marks: 04 each]

- Elaborate with a block diagram the knowledge discovery process. Q2.
- Explain the significance of Bayesian classification in BI with some example. Q3.
- You are the data design specialist on the data warehouse project team for a software Q4. consultancy firm. Design a star schema to track the sales units and sales, rupees with three dimension tables.
- You are data transformation specialist for a warehouse project of a construction Q5. company. Prepare a project task list to include all the detailed tasks needed for data extraction and transformation.

- Q6. Describe how decisions tress works? Choose an example and explain how this knowledge discovery process works?
- Q7. Distinguish between a) KPI and Business metrics b) OLTP and OLAP

Part - C

[Marks: 12 each]

Q8. a) Compare between Partition based clustering and density based clustering.

b) Discuss the need of business intelligence program.

OR

a) You are responsible for selection of data cleansing tools for your data warehouse environment. How will you define the criteria for selection? Prepare a checklist for evaluation and selection of these tools.

b) How does Pivot table analyze data, identify patterns and trends, and answer

questions about the data?

Q9. a) Compare ROLAP with MOLAP on the basis of data storage, underlying technologies, function and features.

b) You are asked to form a small team to evaluate the MOLAP and ROLAP models.

Describe the criteria your team will use to make the evaluation and selection.

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OR

a) How does Apriori algorithm works?

by Explain the concept of Frequent Item set Mining Methods with the help of basket data analysis; consider bread, butter, milk etc as components of transaction database.

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			Information Technology Semester		A Supplement	-	
Program		B.Tech.(IT)		5			
Subject Code		PEIT-101	Subject Title	Business Intelligence & its Applications			
Mid Semester Test (MST) No.		II	Course Coordinator(s)	Dr. Amit Kamra			
Max. Marks		24	Time Duration	1 hour	1 hour 30 minutes		
Date of N		Nov 2024	Roll Number				
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). No.			COs, RBT level	Marks			
21	Why is the entity re	elationship model n	ationship model not suitable for data warehouse?			2	
Q2	What is cluster der	orks?	CO1, L3 CO5, L2	2			
Q3	Distinguish between		CO3, L1	4			
A. J.			4				
Q4	In a star schema to following dimens from, and product dimensions and litables.	CO5,CO6, L4					
Q5		ow organizations do	uses KPI for their business	?	CO6, L3	4	
<del>\\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ </del>	(i) Discuss the various steps used in K means clustering. CO5, L2 8						
Q6	(i) Discus	s the various steps u	used in K means clustering.		CO5, L2	8	
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Q1	Data warahawa :-				RBT level			
Q2	For an Airline	Data warehouse is an environment not a product. Comment CO1, L2						
<b>~~</b>	For an Airline company, how can strategic Information increase the number of flyers. Give its specific details					2		
Q3		CO2, L2	Sec. Sec.					
42	Distinguish between	CO3, L1	4					
Q4	(ii) ROLAP and MOLAP.  As the lead architect for a data warehouse in a large domestic retail store					16.7		
Ų.	chain manual architec	for a data wareh	ouse in a large domestic re	etail store	CO5,CO6,	4		
	oriani, prepare a li	L4						
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Q5	portornicu:	architecture. In which development phases will these tasks be performed?  You are the data design specialist on the data warehouse project team						
Q3	for a metail	CO5, L6	4					
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Q6	to select and build for	our two way aggre	egates:					
40	eyample	s. How can we min	es of data pollution and pr	ovide	CO2, L2	8		
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