

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM ALL/IB/MMS ALL Fifth Tri (Batch 2016-2018)

Subject: Business Intelligence
(End Term examination)

Maximum Marks: 50

Duration: 3 hours

Date: 02/01/2018

Notes:

- 1. Question No. 1 is compulsory.**
- 2. Answer any 3 question from Question 2 to Question 5.**
- 3. Draw diagrams wherever necessary.**

Question 1 (20 Marks)

Write short notes on (Any 4)

1. Star Schema-with example
2. Different forms of OLAP
3. Classification data mining technique
4. Data warehouse architectures
5. Data transformation

Question 2 (10 Marks)

1. Differentiate between OLTP systems and Data warehousing systems.
2. Define the term data warehouse and explain major components of data warehouse.

Question 3 (10 MARKS)

Define and explain the following terms in detail. (Any 5) (With example and/or diagram)

1. Cube
2. KPI
3. Galaxy Schema
4. Data Mart
5. Slowly changing dimensions
6. Attribute Hierarchy

Question 4 (10 MARKS)

1. Define the concept of Association rule discovery technique. Explain its applicability with example.
2. Explain the ETL process in details. List the main concerns related to ETL process.

Question 5 (10 MARKS)

1. What is OLAP? Explain various OLAP operations with example.
2. Define and describe business intelligence and business analytics.

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