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Course: MBA Program: Business Analytics
Subject: Business Intelligence, Code: MAN-905
Semester- III

Time: 03 Hours

Max Marks:70

Instructions to the Students:

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
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| 1. | a) Why should we use data warehousing and how can you extract data for analysis? (2) | (2) |
| | b) What is multidimensional data modelling in brief? (2) | (2) |
| | c) What are different Business Intelligence tools available in the market? (2) | (2) |
| | d) What is Er model? Explain briefly. (2) | (2) |
| | e) What is real time business intelligence? (2) | (2) |
| | f) Name some benefits of data normalization. (2) | (2) |
| | g) Name some benefits of data de-normalization. (2) | (2) |
| | h) What are the primary responsibilities of a BI developer? (2) | (2) |
| | i) What is dimensional modelling? (2) | (2) |
| | j) What is ETL (Extract, Transform and Load) process? (2) | (2) |

SECTION –B (LONG ANSWER TYPE QUESTIONS)

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| 2. | What is OLAP & OLTP? Explain the difference between OLAP & OLTP. (10) | (10) |
| 3. | Define data modelling using Star Schema and Snowflake Schema. (10) | (10) |

4. What is Business Intelligence? Explain BI life cycle and difference between Information and Intelligence. (10)
5. What is data? There are how many types of data in business intelligence and also explain difference between data and information. (10)
6. What is Decision Support System (DSS)? Define steps in constructing a DSS. (10)
7. Define role of BI in modern business and challenges of BI. (10)
8. What is data normalization, data reporting and query tools in BI? (10)
9. What is data warehousing? Explain advantages and disadvantages of data warehousing. (10)

==END OF PAPER==