MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
(A constituent unit of MAHE, Manipal)

V SEMESTER B.TECH. (COMPUTER SCIENCE AND ENGINEERING)

END SEMESTER MAKEUP EXAMINATIONS, NOV/DEC 2018

SUBJECT: BUSINESS INTELLIGENCE AND ITS APPLICATIONS [CSE 4024]

REVISED CREDIT SYSTEM
(28/12/2018)

Time: 3 Hours   MAX. MARKS: 50

Instructions to Candidates:

❖ Answer **ALL** the questions.
❖ Missing data may be suitable assumed.

1A.	Why Business Intelligence fails? How one can make Business Intelligence succeed?	**4**
1B.	With the neat diagram explain UIMA architecture.	**4**
1C.	Explain different aspects of Human Capital Productivity Analytics.	**2**
2A.	List and explain different types of metadata.	**2**
2B.	When to conduct data profiling? How to conduct data profiling?	**5**
2C.	Explain the components of business requirements.	**3**
3A.	Explain different types of containers in SQL Server Integrity Services (SSIS).	**3**
3B.	Explain Data Mining Query Task.	**2**
3C.	(i) Explain the junk/garbage dimension with examples. (ii) Explain the term "grain" with an example.	**5**
4A.	(i) Briefly explain three classes of schemas that are popularly used for modeling data warehouses. (ii) Suppose that a data warehouse consists of the three dimensions *time, doctor*, and *patient*, and the two measures *count* and *charge*, where *charge* is the fee that a doctor charges a patient for a visit. Draw a schema diagram for the above data warehouse using one of the schema classes listed in (i).	**5**
4B.	Starting with the base cuboid [*day*, *doctor*, *patient*], what specific *OLAP operations* should be performed in order to list the total fee collected by each doctor in 2010? (Refer 4A)	**3**
4C.	To obtain the same list, write an SQL query assuming the data are stored in a relational database with the schema *fee* (*day, month, year, doctor, hospital, patient, count, charge*). (Refer 4A and 4B)	**2**
5A.	Explain four characteristics of good KPIs. List important 9 KPIs used by the Human Capital and Training management division of "GoodFood Restaurants Inc."	**5**

5B.   Explain five enterprise report standardization perspectives.   **2**

5C.   Explain three types of Dashboards.   **3**

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