

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2019
(Sixth Semester)

Branch – **COMPUTER TECHNOLOGY**

BUSINESS INTELLIGENCE

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is Business Intelligence?
- 2 Define DSS.
- 3 What is Risk?
- 4 What is deliverables in Risk assessment?
- 5 Define project.
- 6 What is planning?
- 7 Define database.
- 8 What is data cleaning?
- 9 What is ETL?
- 10 What is logical database?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Differentiate data from information with necessary examples.
OR
- b Briefly explain about the development of DSS.
- 12 a What are the types of development approaches in BI? Explain.
OR
- b How to assess the Risk in BI?
- 13 a How to manage project planning?
OR
- b Explain the general project requirements.
- 14 a Discuss the types of data analysis activities.
OR
- b Explain business focused analysis.
- 15 a Differentiate logical database design from physical database design.
OR
- b Explain about the implementation strategies of ETL design.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Exemplify the architecture of Business Intelligence.
- 17 What are the various issues related to business analysis? Explain.
- 18 Explain the role of planning activities in BI.
- 19 Discuss about the top-down logical data modeling.
- 20 How to evaluate ETL tools? Explain.

Z-Z-Z

END