Time : Three Hours   Maximum : 75 Marks

<u>SECTION-A (20 Marks')</u>
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   Define :   Business intelligence.
2   What is decision support system?
3   List out any four BI decision support applications activities.
4   What do you meant by business drivers?
5   Define : project constraints.
6   Give any four activities involved in preparing a project plan.
7   Expand : ETL.
8   What are the roles involved in the data cleansing activities?
9   What is operational database?
10   What are the ways to load in the BI target databases?

<u>SECTION - B (25 Marks)</u>
Answer ALL Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a Explain the effective and timely decisions with an example.
                                OR
   b What is the role of mathematical models in business intelligence?
        Explain.

12 a Write a short note on parallel development tracks.
                                OR
   b Explain the BI project core team roles and responsibilities in detail.

13 a Explain the project planning activities.
                                OR
   b Give a brief account on general business requirements.

14 a What are the key points in data selection? Explain.
                                OR
   b Explain the different data analysis activities.

15a Write a note on logical database design.
                                OR
   b How to prepare the ETL process? Explain.

<u>SECTION - C (30 Marks)</u>
Answer any **THREE** Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16   Discuss about the business intelligence architectures.

17   Explain the various engineering stages and the development steps
      involved in BI projects.

18   Explain the various activities involved in project requirements definition.

19   What is bottom-up source data analysis? Explain.

20   Explain the designing of transformation programs.

Z-Z-Z   END