

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2018
(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 Decision Making?
- 2 Define Knowledge.
- 3 What is Risk Assessment?
- 4 List out the stages of BI engineering.
- 5 Define Planning.
- 6 What is Project Management?
- 7 What is Data Analysis?
- 8 What is Prototyping?
- 9 What is Physical Database?
- 10 List out the stages in ETL process.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain the importance of mathematical model in BI.
OR
b How to making effective and timely decision?
- 12a Explain the structure of BI Project.
OR
b What are the roles performed by BI?
- 13 a Explain the various project planning activities in BI.
' OR
b What are the activities performed by specific requirement project planning?
- 14 a What are the best practices followed while during the prototyping design?
OR
b Briefly about bottom-up source data analysis.
- 15 a Write a note on logical database design.
OR
b Explain the various activities performed by ETL design.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the evolution of information system.
- 17 What are the various stages of Business Intelligence? Explain.
- 18 What are the different types of general and specific requirements in detail?
- 19 Explain the various types of prototype with example.