PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2018
(Fourth Semester)

Branch -**SOFTWARE SYSTEMS**
(Five year integrated)

BUSINESS INTELLIGENCE

Time: Three Flours   Maximum: 75 Marks

SECTION -A (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 x 6   30)

1   a Explain about digital data and its types.
OR
    b State difference between MOLAP & ROLAP.

2   a Mention the needs and advantages of using data integration.
' OR
    b List out the types and sources of Meta data.

3   a Write short notes on multidimensional data modeling.
OR
    b Explain the concepts of star and snowflake schema.

4   a Write short notes on balanced scorecard.
OR
    b Explain about enterprise reporting using MS Access.

5   a Explain about Groupware Technologies.
OR
    b Write short notes on Business Decisions.

SECTION -B (45 Marks)
Answer any **THREE** questions
ALL questions carry **EQUAL** Marks (3 x 1 5 = 45)

6   Discuss about the Data warehousing concepts and its role in BE

7   Write in detail about the ETL using Kettle.

8   Explain in detail about business metrics and KPIs.

9   Explain Malcolm Baldridge criteria for performance excellence framework.

10   Write a detail notes on decision Support Systems and Expert Systems.

Z-Z-Z   END