PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION MAY 2018
(Fourth Semester)

Branch –SOFTWARE SYSTEMS
(Five year integrated)

BUSINESS INTELLIGENCE

Time: Three Hours   Maximum: 75 Marks

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

1 a   Define Business Intelligence and its concepts. Explain in detail.
OR
   b   Elaborate the roles and responsibilities of Business Intelligence.

2 a   What are the needs of data integration?
OR
   b   Explain the various stages in ETL.

3 a   Differentiate ER modeling and multi dimensional modeling.
OR
   b   Explain the process of creating cubes in Microsoft Excel.

4 a   Write about enterprise reporting using MS Access.
OR
   b   How will you design enterprise dashboards?

5 a   Write a short note on Business Decisions.
OR
   b   Describe the components of Expert System.

SECTION -B (45 Marks)
Answer any THREE questions
ALL questions carry EQUAL Marks   (3 x 15 = 45)

6   Elucidate about OLTP and OLAP in detail.

7   Explain the concepts of data quality and data profiling.

8   What are the business metrics? Explain about KPI.

9   Discuss the role of quality performance framework in Enterprise reporting.

10   Expound the support and groupware technologies.

Z-Z-Z   END