

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, Dec 2019**

<b>Course: Business Intelligence</b> <b>Program: BTech – CS (TI)</b> <b>Course Code: CSIB 383</b>	<b>Semester: VII</b> <b>Time 03 hrs.</b> <b>Max. Marks: 100</b>
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**Instructions: All questions are compulsory. Options are given for questions 9 and 11.**

**SECTION A**

S. No.		Marks	CO
Q 1	How is BI process used in Private and Public Intelligence?	4	CO1
Q 2	Describe the legal and ethical issues involved in BI on web.	4	CO2
Q 3	What are the business functional requirements and also draw the BI logical diagram.	4	CO3
Q 4	Describe the process of building charts for Dashboards.	4	CO5
Q 5	Analyze the role of data mining and business intelligence applications in banking.	4	CO1

**SECTION B**

Q 6	State and explain the various schemas used in data warehousing with examples for each of them.	10	CO2
Q 7	What is meant by ETL? Explain ETL process in detail.	10	CO4
Q 8	What do you mean by analytics? What are its kinds? Explain each of them with proper examples.	10	CO3
Q 9	Explain the following terms with an example: (a) SAAS (b) IAAS (c) PAAS  <p style="text-align: center;">OR</p> Discuss the conceptual modeling and design process of data warehouses.	10	CO1

**SECTION-C**

Q 10	Discuss the Gestalt’s visual perception principles applied to Dashboard design. Which graphs should be avoided and which should be used when and how.	20	CO5
Q 11	Explain the importance of Security while creating Business Intelligence reports. Explain different types of securities in reporting.  <p style="text-align: center;">OR</p> Explain Kaplan-Norton Balanced Scorecard and Rayport-Jaworski Performance Dashboard and Strategy Framework.	20	CO4

