


Name:			
Enrolment No:			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, December 2021</b>			
<b>Course: Business Intelligence</b> <b>Program: B. Tech. CSE GG/CSF/IoT</b> <b>Course Code: CSBA 3003P</b>		<b>Semester: VII</b> <b>Duration: 03 hrs.</b> <b>Max. Marks: 100</b>	
<b>SECTION A</b> <b>(Scan and Upload) (5Qx4M = 20 Marks)</b>			
S. No.	Question	Marks	CO
Q 1	What do you understand by Business Intelligence?	4	CO1
Q 2	Mention different functional areas of Business Intelligence tools.	4	CO1
Q 3	Explain ETL functionality in Business Intelligence implementation.	4	CO2
Q 4	List and explain various types of OLAP architectures.	4	CO2
Q 5	Explain different stages of Business Intelligence project with pictorial representation.	4	CO3
<b>SECTION B</b> <b>(Scan and Upload) (4Qx10M = 40 Marks)</b>			
Q 6	Explain Business Intelligence components and architecture using block diagram.	10	CO1
Q 7	Explain collaborative Business Intelligence in terms of real time monitoring capabilities.	10	CO2
Q 8	Describe various best practices followed in designing business intelligence enterprise solutions.	10	CO3
Q 9	Differentiate between relational reporting and dimensional reporting styles.  OR  Explain drill-up, drill-down and drill-through capabilities of BI data representation with appropriate example.	10	CO4
<b>SECTION C</b> <b>(Scan and Upload) (2Qx20M = 40 Marks)</b>			
Q10	What is a Report? Discuss its importance in Business Intelligence. Explain different types of BI reports with suitable examples.	20	CO4

Q11	<p>Explain the different BI alternative architectures w.r.t. BI data location. How the centralized architecture is different from decentralized architecture in the context of organizational culture.</p> <p>OR</p> <p>List and explain various factors of information security and their impact on Business Intelligence ecosystem.</p>	20	CO5
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