R18

Code No: 155ER

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech III Year I Semester Examinations, January/February - 2023 DATA WAREHOUSING AND BUSINESS INTELLIGENCE
(Computer Science and Engineering – Data Science)

Time: 3 Hours   Max.Marks: 75

Note: i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART – A

                                                                            (25 Marks)

1. a) Define data warehouse.   [2]
   b) Give example for galaxy schema.   [3]
   c) What is meant by business intelligence?   [2]
   d) How to derive knowledge form data?   [3]
   e) What benefits does successful BI implementation bring?   [2]
   f) Give the BI architecture.   [3]
   g) What is mobile BI?   [2]
   h) What is a social network?   [3]
   i) What are the levels of BI integration?   [2]
   j) List the managerial issues related to BI implementation.   [3]

PART – B

                                                                            (50 Marks)

2. Make a comparison of online transaction processing and online analytical processing.   [10]

OR

3. Illustrate typical OLAP operations with necessary data in data cubes.   [10]

4. Examine the factors driving the importance of business intelligence and its impact on industry.   [10]

OR

5. a) Describe business intelligence life cycle.
   b) How to achieve data quality for business intelligence?   [5+5]

6. Describe the steps in business intelligence implementation. [10]

OR

7. Depict the cyclic process of intelligence creation in business intelligence.[10]

8. What is big data? Discuss the challenges in handling big data in implementation of business intelligence for an organization. [10]

OR

9. Make a comparison of the features of business intelligence tools Pentaho with KNIME. [10]

10. Describe connecting BI system to database and enterprise systems with the help of an example scenario. [10]

OR

11. What are the legal issues and privacy issues in business intelligence implementation? Explain with illustrative examples. [10]

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