Dr. A.P.J. Abdul Kalam Technical University (AKTU) · B.Tech Theory Examination

Business Intelligence and Analytics

KDS051 · Jan 2023

Time: 3 Hours **Max. Marks: 100**

Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1(a)	What are the limitations of mathematical modeling?	2	U1
1(b)	What are the various factors that influence a rational choice while making decision in problem solving?	2	U1
1(c)	Define evolution and deviation analysis.	2	U4
1(d)	What does OLTP & OLAP stands for?	2	U2
1(e)	Why Data Validation is used for?	2	U3
1(f)	IS PCS used for data reduction?	2	U3
1(g)	What are the 4 types of business analytics?	2	U4
1(h)	What are the types of variables in a dataset?	2	U4
1(i)	What is data repository?	2	U2
1(j)	When should a formal root cause analysis be conducted?	2	U5

SECTION B

2(a)	Draw and explain business intelligence architecture.	10	U1
2(b)	Explain the different types of Data Mart. Also define fact table and mapplet.	10	U2
2(c)	What are the different tools used for data validation? What are the important steps of data validation?	10	U3
2(d)	Explain Monte Carlo and Regression analysis in detail.	10	U4
2(e)	When should company adopt complex event processing and when should a company adopt business activity monitoring?	10	U5

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SECTION C

3(a)	How does the business intelligence architecture influence business intelligence purpose?	10	U1
3(b)	What are the different factors responsible for successful BI projects, briefly explain.	10	U1
4(a)	How Star and Snowflake schemas are different with each other? Explain with the help of suitable example.	10	U2
4(b)	What are the different steps of ETL process? How ETL process is useful in data warehousing?	10	U2
5(a)	What is the function to find the day of the week for a particular data value?	10	U3
5(b)	What is Data validation? How it works and why it is important?	10	U3
6(a)	How do you determine the accuracy of an iris dataset?	10	U4
6(b)	What are different data mining techniques and how business uses them?	10	U2
7(a)	How does a business glossary related to metadata management?	10	U5
7(b)	With the help of suitable example tell hoe complex event processing and business activity monitoring can actually benefits a company.	10	U5

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