

SET A

SRM University, Kattankulathur
Department of Information Technology
IT1107/Business Intelligence
Cycle Test-II Evaluation Sheet

Class : III/VI Sem/ B.Tech

Duration : 3 Hrs

Reg No.

Date : 25-10-2017

Max. Marks:100 marks

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Instructional Objective covered in this test:

IO2. Implement Business intelligence in data mining.

IO3. Business intelligence in knowledge storage and retrieval.

IO4. Apply the business intelligence in different domain

Course Outcomes covered in the test:

(j) An ability to use and apply current technical concepts and practices in the core information technologies

j1 An ability to use and apply current technical concepts in the core information technologies

j2 An ability to use and apply current practices in the core information technologies

Question No	Instructional Objective	Course me	Marks Obtained	Outcome Met/Not Met
1	IO3	j1		
2	IO3	j1		
3	IO3	j1		
4	IO3	j1		
5	IO3	j1		
6	IO3	j1		
7	IO3	j1		
8	IO3	j1		
9	IO3	j1		
10	IO3	j1		
11	IO3	j1		
12	IO3	j1		

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Part – B

Answer any five

(5X 4=20)

21. What is the need for data warehouse in BI?
22. Explain the steps in ETL job?
23. Describe Data Marts and its types.
24. Define FACT table.
25. What is the data integration? Why should data be integrated in data warehouse?
26. Explain about how neural network can be applied in business intelligence.
27. How artificial intelligence is used in business intelligence?

Part – C (5 X 12 Marks = 60 Marks)

ANSWER THE FOLLOWING

28) a. Brief the architects and processes in the data warehouse.

(OR)

b. Give a case study and explain the application of data mining in business intelligence

29) a. Compare and contrast logistic regression and linear regression with examples.

(OR)

b 1. Detail the steps required to transform your data into meaningful dashboard information.

b 2. Give a detailed comparison between relational database and flat files.

30) a. Give a case study narrate the usage of data mining in business intelligence.

(OR)

b) What is a pivot table? How do you create a pivot table? How pivot table is useful for business intelligence?

31 a) to calculate the least square regression line equation with the given x and y values. Consider the values*

X Values	Y Values
60	3.1
61	3.6
62	3.8
63	4
65	4.1

(OR)

b. State linear regression.

i) Consider the following set of points $\{(-2,-1), (1,i), (3,2)\}$. (i) Find the least square regression line for the given data points.

(ii) Plot the given points and the regression line in the same rectangular system of axes.

32) a. Discuss the application of business intelligence in Helthcare Management using an suitable case study?

(OR)

b. Discuss the application of business intelligence in Wall Mart case study?

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Part – A (20 X 1 Marks = 20 Marks)

1. Data scrubbing is which of the following?

- A. A process to reject data from the data warehouse and to create the necessary indexes
- B. A process to load the data in the data warehouse and to create the necessary indexes
- C. A process to upgrade the quality of data after it is moved into a data warehouse
- D. A process to upgrade the quality of data before it is moved into a data warehouse

2. Which of the following is not a reason that operational data are difficult to read?

- A. Non-duplicated data
- B. Dirty data
- C. Missing values
- D. Non-integrated data

3. A goal of data mining includes which of the following?

- A. To explain some observed event or condition
- B. To confirm that data exists
- C. To analyze data for expected relationships
- D. To create a new data warehouse

4. A data warehouse is which of the following?

- A. Can be updated by end users.
- B. Contains numerous naming conventions and formats.
- C. Organized around important subject areas.
- D. Contains only current data.

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6. A snowflake schema is which of the following types of tables?

- A. Fact
- B. Dimension
- C. Helper
- D. All of the above

7. The generic two-level data warehouse architecture includes which of the following?

- A. At least one data mart
- B. Data that can be extracted from numerous internal and external sources
- C. Near real-time updates
- D. All of the above.

8. Fact tables are which of the following?

- A. Completely denormalized
- B. Partially denormalized
- C. Completely normalized
- D. Partially normalized

9. Data transformation includes which of the following?

- A. A process to change data from a detailed level to a summary level
- B. A process to change data from a summary level to a detailed level
- C. Joining data from one source into various sources of data
- D. Separating data from one source into various sources of data

10. Reconciled data is which of the following?

- A. Data stored in the various operational systems throughout the organization.
- B. Current data intended to be the single source for all decision support systems.
- C. Data stored in one operational system in the organization.
- D. Data that has been selected and formatted for end-user support applications.

11. A star schema has what type of relationship between a dimension and fact table?

- A. Many-to-many
- B. One-to-one
- C. One-to-many
- D. All of the above.

12. Which of the following is not a data mining functionality?

- A. Characterization and Discrimination
- B. Classification and regression
- C. Selection and interpretation
- D. Clustering and Analysis

13. is a summarization of the general characteristics or features of target class of data.

- A. Data Characterization
- B. Data Classification
- C. Data discrimination
- D. Data selection

14. The full form of KDD is.....

- A. Knowledge Database
- B. Knowledge Discovery Database
- C. Knowledge Data House
- D. Knowledge Data Definition

15. The data is stored, retrieved and updated in.....

- A. OLAP
- B. OLTP
- C. SMTP
- D. FTP

16. _____ is a good alternative to the star schema.

- A. Star schema
- B. Snowflake schema
- C. Fact constellation
- D. Star-snowflake schema

17. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.

- A. best practice
- B. data mart
- C. business information warehouse
- D. business intelligence

18. Business intelligence (BI) is a broad category of application programs which includes

- A. Decision support
- B. Data mining
- C. OLAP
- D. All of the mentioned

19. Which of the following areas are affected by BI ?

- A. Revenue
- B. CRM
- C. Sales
- D. All of the mentioned

20. _____ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.

- A. Balanced Scorecard
- B. Data Cube
- C. Dashboard
- D. All of the mentioned