Unique Paper Code   :   61018513

Name of the Paper   :   Business Data Analysis

Name of the Course   :   B.Voc.

Semester   :   V

Duration   :   3 Hours

Maximum Marks   :   75 Marks

Instructions for Candidates:-

1. Write your Roll no. on the top immediately on receipt of this question paper.
2. Attempt any **four questions**
3. All questions carry equal marks

(75 marks)

Q1. Define the term "Business fundamentals". What are the prerequisites to run a business? What is the role of a BA in this? Explain different phases in ETL process. (18.75M)

Q2. A) Define the following: (4*4=16M)

   i.   StarJoin and StarIndex
   ii.   Drill down and Roll Up
   iii.   Slice and Dice operations
   iv.   Factless fact table

B)   A data warehouse is an environment, not a product .Discuss. (2.75 M)

Q3. What do you mean by star schema? What are its keys? List down the advantages of star schema. Explain with Diagram. List any five guidelines Dr. Codd's proposed for OLAP system. (18.75 M)

Q4. A) Differentiate between any three of the following: (4 *3=12M)

   i.   OLAP and data mining
   ii.   Star schema and snowflake schema
   iii.   Metadata and a Datamart
   iv.   Decision Support Systems and Operational Systems

B) How does the Decision trees in data mining technique works. What is the underlying principle? (6.75 M)

Q5. A) What are the various types of metadata? What is its significance in data warehouse? Explain in detail. (10M)

B) Draw and explain architecture of ROLAP. What are the advantages of MOLAP over ROLAP? (8.75 M)

Q6. A) What is the difference between analytics and business analytics? (3 M)

B) A dimension table is wide and the fact table is deep. Justify. (5M)

C) What is Data Mining? List some applications of Data mining. (5.75M)

D) What is market basket analysis? Give two examples of its application in business (5M)