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Roll No.

THIRD SEMESTER

MBA (011)

END SEMESTER EXAMINATION

Nov/Dec-2019

MGI-04 Data Warehousing and Online Analytical Processing

Time: 3:00 Hours

Max. Marks : 60

**Note: Answer ALL questions. All questions carry equal marks.
Assume suitable missing data, if any.**

Q.1[a] Attempt any TWO of the following [3+3]

- i. What is a factless fact table. Explain with example.
- ii. Explain business dimensions. Why and how can business dimensions be useful for defining requirements for the data warehouse?
- iii. What is a star snowflake schema? Explain its advantages and disadvantages.
- iv. Why are reviews of existing documents important? What can you expect to get out of such reviews?

[b] Create a detailed outline for the formal requirements definition document for a data warehouse to analyse product profitability of a large departmental store chain. [6]

Q.2[a] Attempt any TWO of the following [3+3]

- i. Elaborate the basic tasks involved in Data transformation.
- ii. The tremendous diversity of the source systems is the primary reason for their complexity. Do you agree? If so, explain briefly why.
- iii. Define initial load, incremental load, and full refresh.
- iv. Explain the different types of data extractions

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[b] You are the staging area expert in the data warehouse project team for a large stationary item manufacturer. Discuss the four modes of applying data to the data warehouse. Select the modes you want to use for your data warehouse and explain the reasons for your selection. [6]

Q.3[a] Attempt any TWO of the following [3+3]

- i. Describe the characterises of strategic information.
 - ii. Explain any three business scenarios wherein data warehouse can be applied.
 - iii. Data warehouse is a blend of technologies. Elaborate
 - iv. Differentiate between OLTP and OLAP systems.
- [b] Prepare a table showing all the potential users and information delivery methods for a data warehouse supporting a large national grocery chain. [6]

Q.4[a] Attempt any TWO of the following [3+3]

- i. What do you understand by data analytics. Explain using suitable examples.
 - ii. Explain any 3 analytics techniques used in predictive and prescriptive analytics
 - iii. Elaborate with suitable examples the link between descriptive, predictive and prescriptive analytics.
 - iv. Description analytics identifies trends in data and connects dots to gain insights about associated businesses. Examine.
- [b] You are an expert in the area of Business analytics. Your company manufactures electrical appliances and is in the process of adopting a BI tool to gain data insights. Discuss the various features you would consider while shortlisting the Business Intelligence tool for your company. [6]

Q.5[a] Attempt any TWO of the following: [3+3]

- i. Explain the process of Knowledge discovery in Data Mining.
- ii. Define OLAP and explain some of its characteristics.
- iii. Explain database access methods.
- iv. Define Data Mining. Give reasons why you think data mining is being used in today's businesses.

[b] Your company is the largest producer of milk products, selling to supermarkets, fast-food chains, and restaurants, and also exporting to many countries. The analysts from many offices worldwide expect to use the OLAP system when implemented. Discuss how the project team must select the platform for implementing OLAP for the company. Explain your assumptions. [6]