UNIVERSITY OF COLOMBO

FACULTY OF ARTS

THRID YEAR EXAMINATION IN ARTS – 2016/2017

(BUISNESS AND MANAGERIAL ECONOMICS)

END OF SECOND SEMESTER

ECN 3287: BUSINESS INTELEGENCE (BI)

DURATION- TWO (02) HOURS

Answer any *THREE (03)* questions only, including question ONE (40 marks) as a compulsory question. Provide your answer in point form. Manage your time well. Assume that you give your answers as a non-expert of information technology and related fields.

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1. Explain, with appropriate illustrations, any **FOUR (04)** of the following statements.

   a) Data are inputs and information is output

   b) Data Lake and Data warehouse are different but related concepts

   c) Data Mining is used to analyze customer buying habits

   d) More than 80% data are unstructured type

   e) Decision Support Systems help firms to make decisions efficiently.

   f) Data Governance ensures availability of quality data

   g) Business Forecasting is a useful technique for firms to plan their businesses.

   10 marks each

2. Organizations frequently create Data Marts for efficient data processing.

   a) Explain with the aid of appropriate diagrams what a Data Mart is.

   b) What differences and similarities Data Warehouses and Data Marts have in their architecture?

   c) Briefly state the specific advantages of Data Marts. What are their limitations?

   10 marks each

3. "Business Intelligence is a common and widely expanding phenomenon in today's world".

   Describe the above statement with the focus on the beginning, development and the current status of Business Intelligence in the world, including a brief examination of the Business Intelligence development status in Sri Lanka.

   30 marks

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4. Current businesses commonly employ On-Line Analytical Processing (OLAP) systems.

   a) Explain briefly what an On-Line Analytical Processing (OLAP) system is.

   b) Describe what an On-Line Transaction Processing (OLTP) system is.

   c) Make a table listing with suitable examples the key differences between OLAP and OLTP systems.

   <div style="text-align: right">10 marks each</div>

5. Data Governance is considered a component that must be found in a Business Intelligence systems.

   a) Explain what is meant by Data Governance.

   b) Describe the key steps in establishing a Data Governance process in an organization.

   c) Examine what service Data Governance provides to an organization.

   <div style="text-align: right">10 marks each</div>