

CBCS Scheme

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16SIT421/SCS422

Fourth Semester M.Tech. Degree Examination, June/July 2018 Business Intelligence and its Applications

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing one full question from each module.

Module-1

- 1 a. What is Business Intelligence? Explain the six stages in any engineering project with diagram. (08 Marks)
- b. Explain the roles and responsibilities of core team and extended team in Business Intelligence Project. (08 Marks)

OR

- 2 a. Discuss the four components of business justification. (08 Marks)
- b. Explain the Hardware platform in BI applications. (08 Marks)

Module-2

- 3 a. Explain the various terms in defining the BI project. (08 Marks)
- b. What is a Project charter? Explain the various roles involved in project planning activities. (08 Marks)

OR

- 4 a. Explain Data quality requirements and Business requirements report. (08 Marks)
- b. What is Project Specific requirements? Explain the contents of application requirement document. (08 Marks)

Module-3

- 5 a. State the differences between operational database and BI target database. (08 Marks)
- b. Discuss the various guidelines for physical database design. (08 Marks)

OR

- 6 a. Explain the database design activities, with diagram. (08 Marks)
- b. Explain data backup and recovery of BI target database. (08 Marks)

Module-4

- 7 a. What are the three key growth areas? Explain. (08 Marks)
- b. Explain application release concept. (08 Marks)

OR

- 8 a. Explain the parameters used to understand the value of information. (08 Marks)
- b. Explain any two Business Intelligence Analytics Applications. (08 Marks)

Module-5

- 9 a. What is Structural data? Explain how to manage, store and extract unstructured data. (08 Marks)
- b. Explain reporting perspective common to all levels of enterprise. (08 Marks)

OR

- 10 a. Explain Balanced Scorecard in detail. (08 Marks)
- b. Why Cloud computing? Explain why business intelligence should be on the cloud. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg. 42+8 = 50, will be treated as malpractice.