CBCS SCHEME

Second Semester M.Tech. Degree Examination, June/July 2019
Business Intelligence and Its Applications

Time: 3 hrs.   Max. Marks: 100

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

Module-1

1   a. What is business intelligence? Draw neat diagram to represent engineering stages and development steps in B.I and explain briefly.   **(16 Marks)**
    b. Briefly explain four business justification components.   **(04 Marks)**

OR

2   a. Explain the need for nontechnical infrastructure evaluation activities.   **(10 Marks)**
    b. With a neat diagram explain business case assessment activities.   **(10 Marks)**

Module-2

3   a. Briefly explain interviewing consideration and tips.   **(10 Marks)**
    b. With a neat diagram explain project planning activities.   **(10 Marks)**

OR

4   a. Briefly explain the content of project charter which define the project.   **(10 Marks)**
    b. Explain project requirement definition activities.   **(10 Marks)**

Module-3

5   a. With an example, explain star schema and snowflake schema which is used for logical database design.   **(12 Marks)**
    b. Compare operational database and B.I target databases.   **(08 Marks)**

OR

6   a. Briefly explain the steps for implementing the security in a multitier environment. **(10 Marks)**
    b. With a neat diagram explain database design activities.   **(10 Marks)**

Module-4

7   a. Explain the guidelines for using the release concept.   **(10 Marks)**
    b. Explain the activities associated with implementation.   **(10 Marks)**

OR

8   a. What are the three key growth areas? Explain.   **(10 Marks)**
    b. Explain any two business intelligence analytics application.   **(10 Marks)**

Module-5

9   a. Explain how to manage and store unstructured data.   **(10 Marks)**
    b. Compare scorecard and dashboards.   **(10 Marks)**

OR

10 a. Explain the steps for creating dash boards and tips for crating dashboard.   **(10 Marks)**
    b. Explain the criteria for performance excellence with a neat diagram.   **(10 Marks)**

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