



CBCS SCHEME

16/17SCS422

USN

--	--	--	--	--	--	--	--	--	--

Fourth Semester M.Tech. Degree Examination, Aug./Sept. 2020 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 Cross Organisational Development Approach. (08 Marks)
b. What are the two types of BI project team structure? Explain its roles and responsibilities. (08 Marks)

OR

- 2 a. Explain the Business Case Assessment Activities with diagram. (08 Marks)
b. Explain the DBMS platform in BI applications. (08 Marks)

Module-2

- 3 a. Discuss the various terms in defining the BI Project. (08 Marks)
b. What are the steps involved for preparing a BI Project Plan? Explain with neat diagram. (08 Marks)

OR

- 4 a. Discuss the various activities involved in Project Planning. (08 Marks)
b. Explain the interviewing process in the Business Intelligence Projects. (08 Marks)

Module-3

- 5 a. State the difference between Operational database and BI target databases. (08 Marks)
b. Explain Logical database design, with neat diagram. (08 Marks)

OR

- 6 a. List and explain the various Database Design activities. (08 Marks)
b. Discuss the Security Management used for the BI application. (08 Marks)

Module-4

- 7 a. What are the three growth areas? Explain. (08 Marks)
b. Explain the Implementation Activities in Growth Management. (08 Marks)

OR

- 8 a. Explain Post Implementation Review Process in growth management, with neat diagram. (08 Marks)
b. What is Dash Board? Explain the Intelligence Dash Board. (08 Marks)

Module-5

- 9 a. What is Structured data? Explain how to manage store and extract unstructured data. (08 Marks)
b. Discuss the purpose of using IT in business. (08 Marks)

OR

- 10 a. Explain Reporting Perspective Common to all levels of enterprise. (08 Marks)
b. What is Cloud Computing? Explain the benefits of Business Intelligence in ERP. (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.