



# CBCS SCHEME

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21AI641

## Sixth Semester B.E. Degree Examination, June/July 2024 Business Intelligence

Time: 3 hrs.

Max. Marks: 100

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

### Module-1

- 1 a. Describe the three major managerial roles and list some of the specific activities in each. (10 Marks)
- b. What are the nine cells of the decision frame work? Explain what each is for. (10 Marks)

OR

- 2 a. Explain BI Architecture. (10 Marks)
- b. Explain three types of analytics with diagram. (10 Marks)

### Module-2

- 3 a. List and explain the classifications of DSS. (10 Marks)
- b. Explain the structure of the Data Management Subsystem. (10 Marks)

OR

- 4 a. Explain the structure of the model management subsystem. (10 Marks)
- b. Explain user interface subsystem and knowledge based management subsystem. (10 Marks)

### Module-3

- 5 a. List and explain characteristics of Data Warehousing. (10 Marks)
- b. Define: (i) Data mart (ii) ODS (iii) EDW (iv) Metadata (e) Data warehouse (10 Marks)

OR

- 6 a. Describe the three steps of ETL process with diagram. (10 Marks)
- b. List the 10 most important factors that affect the architecture section decision and even list four measures to assess the success of the architecture. (10 Marks)

### Module-4

- 7 a. Define knowledge management and describe its purpose. Distinguish between knowledge and data. (10 Marks)
- b. Draw and explain comprehensive KM architecture designed around all inclusive knowledge repository. (10 Marks)

OR

- 8 a. List and explain the characteristics of knowledge. (10 Marks)
- b. Describe the KMS cycle with diagram. (10 Marks)

### Module-5

- 9 a. Explain why we need ES. What are the major features of ES? (10 Marks)
- b. Explain the structure of an Expert System. (10 Marks)

OR

- 10 a. Explain the process of development of expert system. (10 Marks)
- b. List and explain generic categories of expert system. (10 Marks)

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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.