



Sixth Semester B.E./B.Tech. Degree Examination, June/July 2025

Business Intelligence

Max. Marks: 100

*Note: Answer any FIVE full questions, choosing ONE full question from each module.***Module-1**

- 1 a. List out the components and explain business pressures and responses support model. (10 Marks)
- b. Describe three major managerial roles and list some of the specific activities in each. (10 Marks)

OR

- 2 a. Define data analytics. Explain different types of analytics. (10 Marks)
- b. Define Business Intelligence. Explain the architecture of BI model with neat diagram. (10 Marks)

Module-2

- 3 a. List out and explain different phases of decision making process. (10 Marks)
- b. Explain various types of activities involved in intelligence phase. (10 Marks)

OR

- 4 a. Briefly explain how can sensitivity analysis helps in choice phase. (10 Marks)
- b. Define goal seeking in business intelligence. Explain tools and technologies of goal seeking in BI. (10 Marks)

Module-3

- 5 a. How does a data warehouse differ from a database? Differentiate among data mart, ODS and an EDW. (10 Marks)
- b. Describe data ware housing process and its major components. (10 Marks)

OR

- 6 a. Explain key similarities and differences between a two-tiered architecture and a three-tiered architecture. (10 Marks)
- b. Describe three steps of ETL process. Explain why ETL process is important for data warehousing efforts. (10 Marks)

Module-4

- 7 a. Define knowledge management system. Explain the relationship between data information and knowledge with neat diagram. (10 Marks)
- b. Write a note on different types of approaches in knowledge management. (10 Marks)

OR

- 8 a. Define KMS and describe the components of KMS cycle. (10 Marks)
- b. Write a note on key technologies that support knowledge management. (10 Marks)

Module-5

- 9 a. Briefly explain the applications of expert systems. (10 Marks)
b. List out and explain major features of expert systems. (10 Marks)

OR

- 10 a. Explain the process of knowledge engineering. (10 Marks)
b. List out and explain problem are as suitable for expert systems. (10 Marks)

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