



Code No. 1065

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Business Intelligence

Paper – MB – 402

Max.Marks: 80

Time: 3 Hours

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

- 1 Business Architecture
- 2 Data Mining
- 3 BPM architecture
- 4 GPS
- 5 Reality Mining

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

- 6 a) What is Real Time business intelligence? Explain its role in business performance.
OR
b) What are the benefits of business intelligence?
- 7 a) Explain various types of data warehousing methods.
OR
b) Explain in detail the characteristics and benefits of data mining.
- 8 a) Compare and contrast between business performance measurement and business intelligence.
OR
b) Explain the architecture of business performance measurement.
- 9 a) What is business analytics? Explain various tools and techniques of business analytics.
OR
b) Explain various methods of data visualization.
- 10 a) What are the critical success factors for business intelligence implementation?
OR
b) Explain in detail the emerging trends in business intelligence implementation.
