

Code No. 12065

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Business Intelligence

Paper – MB – 402

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

- 1 Business Intelligence
- 2 Data Warehousing (DWH)
- 3 Business Performance
- 4 Data Visualization
- 5 Reality Mining

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

- 6 What is Real-Time Business Intelligence? Explain Business Intelligence Architecture.
- 7 Write the various Business Intelligence styles with suitable examples.
- 8 Explain the Data Warehousing Architectures Models.
- 9 What are the Data Mining Functions and Applications in Business?
- 10 What are the steps included in Business Performance Process?
- 11 Explain the Applications of Business Performance through Dash Boards.
- 12 Explain the Usage and Benefits of Web in Business Analytics.
- 13 What are the techniques of Advanced Business Analytics?
- 14 Explain the factors of Business Intelligence effecting Implementation Stage.
- 15 What are the emerging trends in Social Networks and Business Intelligence?
