

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) IV-Semester Examination, July / August 2021**  
**Subject: Business Intelligence**  
**Paper – MB – 402**

Time: 2 Hours

Max. Marks: 80

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 Define Business Intelligence
- 2 Data warehousing integration
- 3 Performance dash boards
- 4 GIS vs. GPS
- 5 Reality Mining

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 =60 Marks)**

- 6 Explain benefits of Business Intelligence in detail.
- 7 Explain in detail about Business Intelligence Value Chain.
- 8 What are the sources and types of data for a Data Warehouse?
- 9 Describe characteristics and benefits of Data Mining.
- 10 Explain in detail about BPM Architecture.
- 11 Explain in detail about Business Performance Measurement (BPM) Process.
- 12 Define Business Analytics (BA). Discuss various tools and techniques of BA.
- 13 Define Data Visualization. Write about new direction in Data Visualization.
- 14 Explain about Managerial Issues related to BI Implementation.
- 15 Discuss impact and application of BI on Social networks, RFID, and collaborative decision making.