

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, August / September 2022

Subject: Business Intelligence
Paper – MB - 402

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Real-time Business Intelligence?
- 2 What is the purpose of a Data Warehouse?
- 3 Differentiate Text Mining Vs Web Mining
- 4 What is Data Visualization?
- 5 What is Business Intelligence and Integration?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Discuss the history and evolution of Business Intelligence.
(OR)
(b) Explain about Business Intelligence Architecture.
- 7 (a) Describe the characteristics of Data Ware Housing in detail.
(OR)
(b) Explain Data Mining Functions and Applications in detail.
- 8 (a) Briefly explain the BPM methodologies.
(OR)
(b) Describe the Applications of BPM.
- 9 (a) Describe the usage and benefits of Business Analytics.
(OR)
(b) Explain the role of Business Analytics in Business success.
- 10 (a) Describe in detail about implementing of Business Intelligence.
(OR)
(b) Write about emerging trends in Business intelligence implementation.