FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023
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. Define Business Intelligence.
2. Brief the characteristics of Data Warehousing.
3. What do you mean by Business Performance Management?
4. GIS Vs GPS
5. What are the steps to integrate business intelligence?

PART – B

Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

6. (a) Explain the style of Business Intelligence.
(OR)
   (b) Briefly explain the importance of Business Intelligence in organizations.

7. (a) Discuss the types of Business Intelligence Architectures.
(OR)
   (b) Describe the tools and techniques of Data Mining.

8. (a) Explain the steps involved in Business Performance Measurement.
(OR)
   (b) Describe the architecture of Business Performance Measurement.

9. (a) Explain the benefit and success of Business Analytics.
(OR)
   (b) Describe the need and importance of Data Visualization in the present context.

10. (a) Discuss the issues related to implementation of Business Intelligence.
(OR)
    (b) What is RFID? Explain the role of RFID in business intelligence.

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FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester (Very Old) Examination, August 2023
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 Define Value Chain
2 What is Performance dashboard?
3 What is Web Mining?
4 Differentiate GIS vs GPS
5 What is Business Intelligence Integration?

PART – B

Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

6 (a) Explain the evolution and growth of Business Intelligence.
(OR)
   (b) What are the advantages of Real time Business Intelligence?

7 (a) Write a brief note on Data Warehousing framework.
(OR)
   (b) What are the functions and applications of Data Mining?

8 (a) Explain the process of Business Performance Measurement.
(OR)
   (b) Discuss the application of Business Performance Measurement.

9 (a) What are the benefits of Business Analytics?
(OR)
   (b) What is Data Visualization? Explain different methods of Data Visualization.

10 (a) Explain the need for type of Business Intelligence Integration.
(OR)
   (b) Explain the relationship between RFID and Business Intelligence.

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