Reg. No.

III Semester M.B.A (Evening) Degree Examination, June/July - 2023

MANAGEMENT

Business Intelligence

(CBCS Scheme 2019 onwards)

Paper : 3.7.1

Time : 3 Hours   **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following each question carries 5 marks.

$(5 \times 5 = 25)$

1. Discuss Business Intelligence segments, with suitable examples.

2. Explain the categories of KPIs?

3. Compare and contrast Data Marts with other Data storage Systems?

4. What is Story telling? Illustrate with examples.

5. Who are Information Workers? Discuss in brief.

6. Briefly explain BI development stages.

7. What do you understand by Natural Language Processing? Explain.

SECTION - B

Answer any Three questions from the following each question carries 10 marks.

$(3 \times 10 = 30)$

8. Differentiate between Information and Intelligence with examples.

9. Explain the roles of Business Intelligence in Modern Business with examples.

10. Explain Enterprise Performance Life Cycle (EPLC) Framework Elements.

11. What are the critical challenges for Business Intelligence success ? Discuss.

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SECTION - C

12. Compulsory Case Study: (1×15=15)

BI is a trending and highly used domain that combines business analytics, data visualization, data mining, and multiple other data-related operations. Businesses use the best practices coming under business intelligence to mine their data and extract the information essential to make significant business decisions. Simply automating processes and centralizing data without a solid understanding of how the foundational data structure impacts the ability to perform business analytics will result in lackluster Business Intelligence.

A major Indian advertiser named as GetMe come to you because of your in-depth understanding of how to structure data to provide powerful and actionable Business Intelligence. They have all of their data captured in a database, but because the data is not structured appropriately, they are unable to pull meaningful and actionable analytics from the data. The advertiser want analytics that will enable them to gain a better understanding of the types of deliverables they are buying, how deliverables and costs are broken down by business unit, which agencies are performing well relative to cost, and much more.

Answer the below questions related to this case study:

a. What Business Intelligence strategies including tools and techniques will you apply to address the needs of GetMe?

b. What kind of Visualization representation of their data and dashboard will you provide?