Reg. No. ☐☐☐☐☐☐☐☐☐

III Semester M.B.A. (Day/Evening) Degree Examination, March/April - 2021
MANAGEMENT
Business Intelligence
Paper : 3.7.1

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

Instructions to Candidates:
       Answer **ALL** the sections.

SECTION - A

Answer any **Five** of the following questions. Each question carries **5** marks.   **(5×5=25)**

1. Define Business Intelligence? State the factors of Business Intelligence System.

2. What is the role of BI in modern business?

3. Explain the role of Human factors in Business Intelligence.

4. Explain the process of transformation.

5. State and explain the functional areas of BI tools.

6. What is the best way to encourage organizations to collaborate with each other.

7. What is Artificial Intelligence? Give an example of where AI is used on daily basis.

SECTION - B

Answer any **Three** of the following questions. Each question carries **10** marks.**(3×10=30)**

8. What future applications of analytics will be developed on computerized BI Platforms?

9. Explain with a neat diagram the EPLC frame work elements.

10. Explain different types of BI State popular BI tools.

11. Discuss emerging trends in BI for 2021.

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SECTION - C

Case Study (Complsory) (1×15=15)

12. Vodafone uses Business intelligence to improve customer Growth & retention plans Vodafone New Zealand Ltd., a subsidiary of the U.K - based telecommunications giant, had achieved tremendous success in New Zealand. Starting from a very small base, the company quickly attained more than 50% market share. However, as the mobile phone industry began to reach maturity, Vodafone's market share stagnated at about 56% and the total number of customers leveled off. To make matters worse, other competitors emerged, the cost of compliance with government regulations began to increase, and the revenue per customer also lagged. The company had to refocus its strategy of retaining and increasing revenue from the current customers. John Stewart, senior manager of customer analytics for Vodafone New Zealand, said, "Now that we have all of these customers, we need to answer new questions: How do we increase our profit margins? How do we add revenue streams from these customers? And how do we keep them as customers?" Vodafone needed to make better decisions based on real time knowledge of its market, customers and competitors. According to reporter Cheryl Krivda, "Vodafone needed to make a wholesale shift to analytical marketing, using business intelligence that could rapidly provide fact based decision support. The goal: to help the company deliver the right message to the appropriate customers when they wanted it, using the preferred channel".

Questions for the case

1. What were the challenges for Vodafone New Zealand?

2. How did it address these issues?

3. List the tools used? What can we learn from this case?