FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Business Intelligence

Paper – MB – 402

Time: 3 Hours   **Max.Marks: 80**

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1 Business Architecture

2 Data Mining

3 BPM architecture

4 GPS

5 Reality Mining

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

6 a) What is Real Time business intelligence? Explain its role in business performance.

OR

   b) What are the benefits of business intelligence?

7 a) Explain various types of data warehousing methods.

OR

   b) Explain in detail the characteristics and benefits of data mining.

8 a) Compare and contrast between business performance measurement and business intelligence.

OR

   b) Explain the architecture of business performance measurement.

9 a) What is business analytics? Explain various tools and techniques of business analytics.

OR

   b) Explain various methods of data visualization.

10 a) What are the critical success factors for business intelligence implementation?

OR

   b) Explain in detail the emerging trends in business intelligence implementation.

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