



CBCS SCHEME

16SCS422

Fourth Semester M.Tech. Degree Examination, June/July 2019 Business Intelligence and its Applications

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Explain the parallel development trades with neat diagram. (08 Marks)
b. Discuss the four components of business justification. (08 Marks)

OR

- 2 a. What is cross organizational development approach? Explain BI application release concept with neat diagram. (08 Marks)
b. Discuss the business case assessment activities with neat diagram. (08 Marks)

Module-2

- 3 a. Discuss the project planning activities with neat diagram. (08 Marks)
b. Explain the deliverables resulting from project planning activities. (03 Marks)
c. Explain the various roles involved in project planning activities. (05 Marks)

OR

- 4 a. Explain the interviewees for general business requirements and project specific requirements. (08 Marks)
b. Explain the interviewing process in the business intelligence project. (08 Marks)

Module-3

- 5 a. State the differences between operational databases and BI target databases. (08 Marks)
b. Explain the multidimensional design techniques, the star schema and the snowflake schema. (08 Marks)

OR

- 6 a. Discuss the security management used for the BI application. (08 Marks)
b. Explain the database design activities with diagram. (08 Marks)

Module-4

- 7 a. What are the three key growth areas? Explain. (08 Marks)
b. Explain the port implementation review process in growth management with diagram. (08 Marks)

OR

- 8 a. Explain the information asset and data valuation (any four). (08 Marks)
b. Explain actionable knowledge-return on investment in business intelligence. (08 Marks)

Module-5

- 9 a. Explain the key purpose of using IT in business. (08 Marks)
b. What is structured data? Explain the characteristics and sources of structured data and managing them. (08 Marks)

OR

- 10 a. Explain report standardization, common report layout and report delivery format. (08 Marks)
b. Why BI in ERP? Explain the benefits of BI in ERP. (08 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.