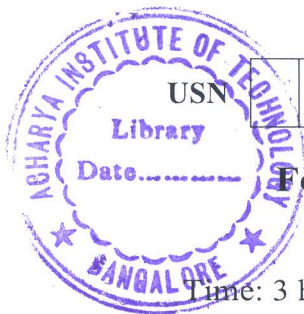


# CBCS SCHEME



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16/17 SCS422

## Fourth Semester M.Tech. Degree Examination, November 2020 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. With a neat diagram, explain parallel development tracks. (08 Marks)  
b. What is Cost-Benefit Analysis? Explain its benefits. (08 Marks)
- 2 a. What is Business Intelligence? What are the six stages of engineering? Explain. (10 Marks)  
b. What are the two major categories of middleware platform? Explain. (06 Marks)

### Module-2

- 3 a. Explain sequence of activities for preparing a project plan. (10 Marks)  
b. Briefly discuss the project planning activities. (06 Marks)
- 4 a. Discuss the Project Specific Requirements in BI project. (08 Marks)  
b. Explain the interviewing process in the BI project. (08 Marks)

### Module-3

- 5 a. Discuss the differences between operational data bases and BI Target databases. (08 Marks)  
b. With diagram, explain snowflake schema with advantages and disadvantages. (08 Marks)
- 6 a. Explain Database Design Activities with neat diagram. (08 Marks)  
b. Explain Security Management in BI application. (08 Marks)

### Module-4

- 7 a. What are the three key areas in growth management? Explain. (08 Marks)  
b. Explain advantages and disadvantages of Post-implementation Review in BI application. (08 Marks)
- 8 a. What is Dash Board? Explain the intelligence Dash board. (08 Marks)  
b. Briefly, discuss the Business Intelligence Analytic applications. (08 Marks)

### Module-5

- 9 a. What is semi structure data? Explain how to manage, store, modeling and extract from semi-structure data. (08 Marks)  
b. Briefly describe the Business enterprise excellence. (08 Marks)
- 10 a. Explain the steps for creating a Dash board. (08 Marks)  
b. What is cloud computing? Explain the benefits of Business Intelligence 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.