# MB–202(BA2)

## M. B. A. (SECOND SEMESTER)
## END SEMESTER
## EXAMINATION, June, 2023

### BUSINESS INTELLIGENCE

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) This question paper contains two Sections–Section A and Section B.

(ii) Both Sections are compulsory.

(iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each sub-question carries 10 marks.

(iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

*P. T. O.*

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(a) Is cluster analysis a supervised or unsupervised technique ? Justify your answer.

(b) By making appropriate assumptions and considering the above case write how clusters can be made.

## Section—A

1. (a) Explain the role of data science in business intelligence by giving relevant examples to support your answer.     (CO1)

   (b) "Decision support systems support the management, operations and help in framing better decisions". Elaborate the concept of DSS.     (CO1)

   (c) Give a comparative review on Database and Data warehouse by citing suitable examples.     (CO1)

2. (a) Explain the role of data manipulation in organizing data.     (CO2)

   (b) What are data marts in data warehouse ? Why to build data marts ?     (CO2)

   (c) Give a practical comparison between OLAP and OLTP.     (CO2)

3. (a) Explain the layers of business intelligence architecture. Mention its significance.

   (CO3)

   (b) Write a comparative review on Data, Information and Knowledge. Elaborate the significance of each.     (CO3)

   (c) "Deploying ethical intelligence in business". In context to this statement explain the importance of data ethics principles.     (CO3)

4. (a) Write the purpose of BI reporting. Why do businesses need a BI reporting tool ?

   (CO4)

   (b) Write a short note on Data Visualization by giving relevant examples.     (CO4)

   (c) Explain the steps to create a dashboard in Tableau.     (CO4)

## Section—B

5. **Case Study :**     (CO5)

   You're ready to launch a new streaming entertainment service. To ensure your marketing is focused on the right consumer segments, you conduct market research to find out basic demographics, how many minutes per day are spent viewing content via streaming, how many days per week include watching content via streaming, and the number of unique shows viewed each week.