are constructed using near-real-time data (within several minutes). And better, the system enables faster decision making about specific customers and customers classes.

Questions :

1. What kind of business is Egg plc in ? What is the competitive landscape ?

2. How did Egg plc use near-real-time data warehousing for competitive advantage.

H   Roll No. ....

MB–202(BA2)

M. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

BUSINESS INTELLIGENCE

Time : 1½ Hours

Maximum Marks : 50

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.

Section—A

1. (a) What is expert system ? Argue.

(CO1, CO2)

(b) Demonstrate OLAP and OLTP.   (CO4)

(c) What is a decision support system ? Discuss its benefits in decision-making.

(CO4)

2. (a) Appraise the phases of decision making.

(CO4, CO2)

(b) Discuss roles in DSS environment.

(CO4, CO2)

(c) Demonstrate database and data mart.

(CO4, CO2)

3. (a) Formulate design of a digital dashboard.

(CO5, CO3)

(b) Examine data cleaning and its uses.

(CO5, CO3)

(c) Investigate uses of group support system (GSS).   (CO5, CO3)

Section—B

4. **Case Study (Compulsory) :**

20 Marks (CO1, CO3, CO5)

Egg Plc Fries the Competition in Near Real Time

Egg plc, now a part of Yorkshire Building Society (egg.com) is the world's largest online bank. It provides banking, insurance, investments and mortgages to more than 3.6 million customers through its Internet site. In 1998, Egg selected Sun Microsystems to create a reliable, scalable, secure infrastructure to support its more than 2.5 million daily transactions.

In 2001, the system was upgraded to eliminate latency problems. This new customer data warehouse had about 10 terabytes of data and used a 16-CPU server. The system provides near-real-time data access. It provides data warehouse and data mining services to internal users, and it provides a requisite set of customer data to the customers themselves. Hundreds of sales and marketing campaigns

P. T. O.