

Total No. of Questions : 10]

SEAT No. :

**P3346**

**[5461]-608**

**[Total No. of Pages : 2**

**B.E. (Information Technology)**  
**BUSINESS ANALYTICS AND INTELLIGENCE**  
**(2015 Pattern) (Semester - I) (End Sem.) (Elective - I) (414456E)**

**Time : 2½ Hours]**

**[Max. Marks : 70**

**Instructions to the candidates:**

- 1) Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Assume suitable data, if necessary.

- Q1)** a) Explain the role of decision support system with its main components? [6]  
b) What are the different factors responsible for successful BI projects, briefly explain. [4]

OR

- Q2)** a) Explain data visualization. Explain the job responsibilities of BI analysts for creating data visualizations. [6]  
b) Explain the four stages of Simon's decision making process. [4]

- Q3)** a) What is dashboard, explain different types of dashboards? [6]  
b) What are different types of charts? Explain any two? [4]

OR

- Q4)** a) Describe the approaches of decision makers? [6]  
b) Explain the importance of data visualization techniques? [4]

- Q5)** a) Explain the phases of BPM cycle. [8]  
b) Differentiate between dashboards & scoreboards. [8]

OR

**P.T.O.**

- Q6) a)** Explain the purpose of performance measurement system and how organizations need to define key performance indicators? [8]
- b) Write the benefits of using balanced score cards vs using six sigma in a performance measurement systems. [8]

- Q7) a)** Explain the role of BI in ERP with an example? [8]
- b) Explain the different ways BI software's can help in improving sales & marketing process. [8]

OR

- Q8) a)** Explain in detail the role of BI in Finance Sector? [8]
- b) What are the various domains where BI can be used and explain any four BI applications. [8]

- Q9) a)** Explain different levels of BI maturity? [10]
- b) Explain the main challenges and potential solutions for the Pervasive BI maturity? [8]

OR

- Q10) a)** Explain with an example, how the customer experience helps in building an effective BI systems? [10]
- b) Write a short note on [8]
- i) Geographic BI systems
  - ii) Social BI systems

