

**IT 8003B**

IV/IV B.Tech. DEGREE EXAMINATION, MARCH, 2016

Eighth Semester

**INFORMATION TECHNOLOGY**

**BUSINESS INTELLIGENCE AND ITS APPLICATIONS**

*Time: 3 hours*

*Max. Marks: 70*

*Part-A is compulsory*

*Answer One Question from each Unit of Part-B*

**PART-A**

**10 x 1 = 10M**

- a. What is difference between Business application and Business intelligence?
- b. What is the use of Demograph? Give an example.
- c. What is overloading analysis?
- d. What is predictive analytics?
- e. What is scalability?
- f. What is Text Analysis?
- g. What are the functionalities of Business analyst?
- h. What are the metrics model?
- i. Define customer profile.
- j. Data analysis can suggest new insights, but data analysis does not 'create facts'. Give one example for this.

**4 x 15 = 60M****UNIT-I**

1. a. What is Business Intelligence? Explain the need of Business Intelligence program. **7M**
- b. Define Data, Information and Knowledge. Explain how data turning into information and then to knowledge? **8M**

**(or)**

2. Explain the following
- a. Supply Chain Management **8M**
- b. Behaviour Analysis **7M**

**UNIT-II**

3. a. What is the relation between IT and Business? How can you fill the gap between IT and Business Users? **8M**
- b. What are the ideas should kept in the mind when selecting the team members to BI solutions? Explain. **7M**

**(or)**

4. a. List and explain the phases for Business Intelligence Program and describe their objectives. **9M**
- b. Discuss about Strategic versus Tactical Planning. **6M**

**UNIT-III**

5. a. Explain different Information Processing in Business Intelligence. **8M**
- b. Explain about data quality and data security. **7M**

**(or)**

6. a. What are the phases involved in data requirement analysis process and explain them? **7M**
- b. Explain the following
  - i) Business Intelligence Architecture and Design **4M**
  - ii) Business Intelligence Platforms **4M**

**UNIT-IV**

7. a. What are the key concepts which are incorporate with the models which are calculating customer lifetime value? Explain them. **6M**
- b. Write short note on
  - i) Demographics **3M**
  - ii) Psychographics **3M**
  - iii) Geographics **3M**

**(or)**

8. a. What is Attribute analysis? Explain the aspects of data set to evaluate Business Intelligence. **8M**
- b. What are the tasks under Domain Analysis and explain? **7M**