

(or)

8. a. What is Functional dependency? Explain with an example that how functional dependency establishes a relationship between two sets of attributes? **9M**
- b. Write short notes on the following with an example **6M**
- i) Referential integrity
 - ii) Foreign key
 - iii) Orphans

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IV/IV B.Tech. DEGREE EXAMINATION, APRIL, 2017

Eighth Semester

INFORMATION TECHNOLOGY**BUSINESS INTELLIGENCE AND ITS APPLICATION****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 are the measures associated with business process?
- b. Write the differences between Data and Information.
- c. How a manager can maximize staff throughput in an organization?
- d. Define the term Reuse related to Business process.
- e. What is the main benefit of partnering in the business?
- f. What is the importance of high quality of information in a BI program?
- g. Define batch processing.
- h. List out the aspects of BI program on which training should focused.
- i. Define overloading related to attributes.
- j. What is the goal of abstract type analysis?

PART-B

4 x 15 = 60M

UNIT-I

1. a. Explain about the following perspectives on the information value of Business Intelligence **4M**
 - i) Functional perspective
 - ii) Enterprise perspective
- b. Explain about the aspects of Supply Chain Management. **6M**
- c. Briefly discuss about Finance and Risk Management. **5M**

(or)

2. a. Explain about the business value drivers relevant at the enterprise level. **4M**
- b. Explain the different aspects of customer analytics that benefit the sales, marketing and service organizations. **8M**
- c. Briefly discuss about Revenue Generation. **3M**

UNIT-II

3. a. What is meant by organizational preparedness? Explain the different aspects of organizational preparedness. **10M**
- b. Write the roles of following Business Intelligence Users **5M**
 - i) Power users

ii) Business users

iii) IT users

iv) Operational analytics users

v) Extended enterprise users

(or)

4. a. Discuss about planning the Business Intelligence Plan. **6M**
- b. What are the considerations the team leader must have the ability to assemble the right team? **9M**

UNIT-III

5. a. Explain the aspects of Information Flow Model. **8M**
- b. Explain about the transaction processing with an example. **7M**

(or)

6. a. What is data requirement analysis? Explain its phases in detail. **12M**
- b. Write short notes on Data Payload characteristics. **3M**

UNIT-IV

7. a. Define Customer Lifetime Value. Explain the different variables for calculating Customer Lifetime Value. **10M**
- b. Explain how the customer profile can be enhanced? **5M**