Model Question Paper-1 with effect from 2019-20 (CBCS Scheme)

USN | | | | | | | | | | |

Seventh Semester B.E. Degree Examination
Business Intelligence

TIME: 03 Hours   **Max. Marks: 100**

Note: 01. Answer any **FIVE** full questions, choosing at least **ONE** question from each **MODULE**.

Module – 1			
Q.1	**(a)**	List and explain the components of the Business Pressures–Responses–Support Model.	**10M**
	(b)	What information is provided by the descriptive snalytics employed at Mapie. What type of support is provided by the predictive anlaytics employed at Mapie sensing?	**10M**
OR			
Q.2	**(a)**	Define *operational control, managerial control*, and *strategic planning*. Provide two examples of each.	**10M**
	(b)	List the components of and explain the Business Pressures–Responses–Support Model.	**10M**
Module – 2			
Q.3	**(a)**	List and briefly describe Simon's four phases of decision making	**10M**
	(b)	(i) Identify similarities and differences between individual and group decision making.	**10M**
OR			
Q.4	**(a)**	What is the difference between a problem and its symptoms? Why is it important to classify a problem?	**10M**
	(b)	Describe how DSS/BI technologies and tools can aid in each phase of decision making.	**10M**
Module – 3			
Q.5	**(a)**	How does a data warehouse differ from a database? Differentiate among a data mart, an ODS, and an EDW.	**10M**
	(b)	Describe the data warehousing process and its major components	**10M**
	(a)	What are the key similarities and differences between a two-tiered architecture and a three-tiered architecture?	**10M**
Q.6	**(b)**	What issues should be considered when deciding which architecture to use in developing a data warehouse? List the 10 most important factors.	**10 M**
Module – 4			
Q.7	**(a)**	Define *knowledge management* and describe its purposes. Distinguish between knowledge and data.	**10M**
	(b)	i) Describe the practice approach to knowledge management.	**10M**

		ii) Why is a hybrid approach to KM desirable?	
Q.8	**(a)**	Define *KMS* and describe the capabilities of KMS.	**10M**
	(b)	Describe how AI and intelligent agents support knowledge management.	**10M**
		Module – 5	
Q.9	**(a)**	Explain why we need ES. What are the major features of ES?	**10M**
	(b)	Name two applications of ES in i) finance and describe their benefits. ii) homeland security and describe their benefits	**10M**
Q.10	**(a)**	Describe the difference between a knowledge base of an ES and an organizational knowledge base.	**10M**
	(b)	List the three most popular methods to deal with uncertainty in ES.	**10M**

Table showing the Bloom's Taxonomy Level, Course Outcome and Programme Outcome			
Question	Bloom's Taxonomy Level attached	Course Outcome	Programme Outcome
Q.1 (a)	L1	CO1	PO1
(b)	L1	CO2	PO1
Q.2 (a)	L2	CO2	PO2
(b)	L3	CO2	PO2
Q.3 (a)	L3	CO3	PO3
(b)	L4	CO2	PO3
Q.4 (a)	L2	CO1	PO3
(b)	L2	CO2	PO3
Q.5 (a)	L2	CO2	PO3
(b)	L2	CO2	PO4
Q.6 (a)	L1	CO3	PO5
(b)	L2	CO2	PO6
Q.7 (a)	L4	CO2	PO9
(b)	L2	CO3	PO12
Q.8 (a)	L3	CO2	PO6
(b)	L4	CO2	PO9
Q.9 (a)	L3	CO2	PO9
(b)	L3	CO3	PO4
Q.10 (a)	L3	CO3	PO5
(b)	L3	CO3	PO12

Bloom's Taxonomy Levels	Lower order thinking skills		
	Remembering(knowledge):L_1	Understanding Comprehension): L_2	Applying (Application): L_3
	Higher order thinking skills		
	Analyzing (Analysis): L_4	Valuating (Evaluation): L_5	Creating (Synthesis): L_6