Term Evaluation (Odd) Semester Examination September 2025

Roll no...............................

Name of the Course: MBA
Semester: 3
Name of the Paper: Business Intelligence
Paper Code: M B A 303 (B A 3)
Time: 1.5 hour   **Maximum Marks: 50**

Note:
- (i)   This question paper contains two Sections - A and B
- (ii)   Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 5 marks.
- (iv)   Section B, consisting of a case study, is compulsory. It is of 20 Marks.

Section A

Q1.   (2X5 = 10 Marks)
                                                                       (CO2)

a. Describe the role of Business Intelligence in the current Era of technological advancements. Explain with the help of an example?

                                                                       (CO1)

b. Define Decision Support System. What are the characteristics and purpose of Decision Support System?

                                                                   (CO1,CO2)

c. What is an Expert System in Business Intelligence? Explain the working of Expert system in Business Intelligence domain?

Q2.

                                                          (2X5 = 10 Marks)
                                                                   (CO2,CO6)

a. Design and explain the Architecture of Data Warehouse? What are the components of Data warehouse?

                                                                   (CO1,CO2)

b. Define OLTP Discuss its key characteristics and explain how it differs from OLAP (Online Analytical Processing) with suitable examples.

                                                                       (CO1)

c. Explain the concept of DDL, DML and Joints?

Q3.   (2X5 = 10 Marks)
                                                                   (CO1,CO3)

a. Explain Tableau and its interface? How do you implement data connections in Tableau?
                                                                   (CO1,CO2)

b. What is a Data Mart? Explain its types (dependent, independent, and hybrid) with suitable examples. How does a data mart differ from a data warehouse in terms of scope, users, and purpose?

                                                                       (CO2)

c. Explain how outliers are identified in Business Intelligence?

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Section B

Q4. **Case Study**

(20 Marks)

Business Intelligence in Starbucks – Brewing Success with Data

Background:
Starbucks, the global coffeehouse chain, faced intense competition and shifting consumer preferences in the food & beverage industry. To strengthen customer loyalty and drive growth, Starbucks turned to **Business Intelligence (BI)** and advanced analytics to guide its strategy.

BI Implementation:

- **Customer Data Analysis:** Starbucks collected data from its loyalty program, mobile app, in-store transactions, and social media interactions.
- **Personalized Marketing:** By analyzing customer purchase histories, Starbucks sent tailored promotions and product recommendations to individual customers.
- **Location Intelligence:** Using BI tools, Starbucks identified optimal store locations by analyzing demographics, traffic patterns, and competitor presence.
- **Product Innovation:** BI insights revealed emerging trends (e.g., demand for plant-based beverages), influencing new product launches.

Outcomes:

1. **Enhanced Customer Loyalty** – Personalized offers increased app engagement and repeat purchases.
2. **Operational Efficiency** – Inventory and supply chain decisions were optimized based on consumption patterns.
3. **Revenue Growth** – Targeted promotions and new product launches significantly boosted sales.
4. **Global Expansion Strategy** – Location intelligence ensured successful entry into new markets.

Answer the following questions

(CO2)

Q1.How did Starbucks leverage BI to create competitive advantage? Discuss with reference to Porter's Competitive Forces Model.

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(CO6)

Q2. If you were the Chief Data Officer at Starbucks, what additional BI-driven strategies would you recommend to sustain customer loyalty in a highly competitive coffee market? Justify your answer.