VR20

Time: 3 hours   Max. Marks: 70

Part-A is compulsory

Answer One Question from each Unit of Part - B

Answer to any single question or its part shall be written at one place only

PART-A

10 x 1 = 10M

1. a. Define business intelligence.   (CO1 K1)

    b. Summarize the advantages of business intelligence.   (CO1 K2)

    c. List out the applications of business intelligence.   (CO1 K1)

    d. Name the different types of business intelligence users.   (CO2 K2)

    e. Mention the critical factors for BI success.   (CO2 K2)

    f. How to set the appropriate expectations?   (CO2 K2)

    g. What are the components of information integration?   (CO3 K1)

    h. Label the different kinds of reporting that would be expected in BI
        environment.   (CO3 K1)

    i. State the goal of data profiling.   (CO4 K1)

    j. Why cardinality of a value is interesting?   (CO4 K2)

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PART-B

4 x 15 = 60M

UNIT-I

2. a. Examine the mechanism of turning data into information, information into knowledge and knowledge into actionable plans. **(CO1 K2) 7M**

    b. Describe the performance metrics and key performanceindicators.
    (CO1 K2) 8M

(or)

3. a. Write a note on value drivers. **(CO1 K2) 5M**

    b. Explore the horizontal use cases for business intelligence.
    (CO1 K2) 10M

UNIT-II

4. a. Outline the organizational preparedness for business intelligence and analytics. **(CO2 K2) 7M**

    b. Analyze the road map for developing the business intelligence.
    (CO2 K4) 8M

(or)

5. a. Compare strategic planning with tactical planning in business intelligence. **(CO2 K2) 7M**

    b. Inspect the initial steps in starting a business intelligence program.
    (CO2 K2) 8M

UNIT-III

6. a. Discuss various aspects of business intelligence and analytics.

    (CO3 K2) 7M

    b. Illustrate various processing stages in the information flow model.

    (CO3 K2) 8M

(or)

7. a. Elucidate the analytical information needs and information flows.

    (CO3 K2) 7M

    b. Elaborate the organizational business intelligence framework.

    (CO3 K3) 8M

UNIT-IV

8. a. Discuss about behavior analysis in deriving insights from the data.

    (CO3 K2) 8M

    b. Distinguish between demographics and psychographics.

    (CO3 K2) 7M

(or)

9. a. Infer the procedure for performing the relationship analysis.

    (CO4 K2) 7M

    b. Diagnose the important aspects of a dataset that attribute analysis revolves around.   **(CO4 K2) 8M**

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