

Velegapudi Ramakrishna Siddhartha Engineering College::Vijayawada

(Autonomous)

IV/IV B Tech Degree Examinations(November,2020)

Seventh Semester

Department of Information Technology**20IT7403 A - BUSINESS INTELLIGENCE****VR17**

Time:3Hrs

MODEL QUESTION PAPER

Max Marks:70

Part – A is Compulsory

Answer one (01) question from each unit of Part – B

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

Cognitive Levels(K): K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create

Q. No		Question	Marks	Course Outcome	Cog. Level
Part - A			10X1=10M		
1	a	Define Business Intelligence.	1	CO1	K1
	b	What are the advantages of making decision using business intelligence over making decision without business intelligence?	1	CO1	K4
	c	What are the four key business value drivers?	1	CO2	K2
	d	What is customer profiling?	1	CO2	K2
	e	What are the various factors that influence a rational choice while making decision in problem solving?	1	CO2	K1
	f	What are the Business objectives and capabilities in the Discovery phase for BI program?	1	CO3	K2
	g	What are the enabling factor in business intelligence project?	1	CO3	K2
	h	What are the steps of Business Intelligence Architecture	1	CO3	K4
	i	List out the benefits of Business Process Model	1	CO4	K1
	j	What are Data Profiling Activities	1	CO4	K4
Part - B			4X15 =60M		
UNIT - I					
2	a	Enumerate the Analytics Spectrum of Business Intelligence used to analyze and interpret organization's data ?	15	CO1	K2
(OR)					
3	a	Define Business Intelligence. Explain how Taming the Information Explosion is done with information management in Business Intelligence?	15	CO1	K1
UNIT - II					
4	a	Exemplify the barriers between the business users and the information technology team and how can they be overcome?	8	CO2	K3
	b	Describe Organizational Preparedness for Business Intelligence and Analytics and Initial Steps in Starting Business Intelligence program?	7	CO2	K5
(OR)					
5	a	A BI and analytics program explores Business Intelligence success factors at a deeper level. Justify?	8	CO2	K3
	b	What are long-term goals and short-term success approaches building an analytical information platform from which business intelligence plan value can be derived.	7	CO2	K2

UNIT - III					
6	a	Explain Organizational Business Intelligence Framework	15	CO3	K4
(OR)					
7	a	Explain different Information Processing in Business Intelligence	8	CO3	K3
	b	Explain Facts/Qualifier Matrix and Metrics Model to organize specific business information ?	7	CO3	K6
UNIT - IV					
8	a	Write about Data Profiling Activities?	7	CO4	K2
	b	Illustrate monitoring business process performance permeates all aspects of quality of care in Healthcare?	8	CO4	K3
(OR)					
9	a	How Customer Profiles and Customer Behavior optimize business opportunities?	7	CO4	K4
	b	Illustrate behavior analysis for web-based transactions	8	CO4	K5

Designation	Name in Capitals	Signature with Date
Course Coordinator	Dr.G.JayaLakshmi	
Module Coordinator	Mr.Y.Sandeep	
Program Coordinator	Dr.G.Kalyani	
Head of the Department	Dr.M.Suneetha	

SIDDHARTHA ENGINEERING COLLEGE::VIJAYAWADA
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Dt.12-06-2019

GUIDELINES FOR FRAMING MODEL QUESTION PAPER

The model papers for all subjects in a semester are gathered from the departments whenever a course is offered for the first time adopting new regulation. All the Heads of the Departments are requested to direct their faculty to strictly adhere to the following guidelines while framing the model question papers for the subjects of UG and PG courses in the new curriculum.

1. Questions must be covered unit-wise uniformly as per the syllabus without missing the competency.
2. The question paper shall reflect the ***Bloom's Cognitive Levels of Learning***.
Cognitive Levels (K): K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create
 - ❖ The composition of question paper shall have questions at different complexity levels as listed below:

▪ Questions that can be attempted by an average student (K1 & K2)	40%
▪ Questions of intermediate complexity (K3 & K4)	40-50%
▪ Questions of design and application oriented nature (K5 & K6)	10-20%
3. Question paper is to be set conforming to the OBE pattern clearly mentioning the Course Outcomes and Bloom's Cognitive Levels against each question.
4. The questions are to be set with minimum 2 sub-questions (a) & (b) for each main question to the extent possible covering entire syllabus in the unit.
5. Specify the marks against each question / part of a question in Part B.
6. The figures, if any, may be computer aided or neatly drawn with black pen indicating clearly the values/dimensions.
7. Prepare the one mark questions in only sentence form. Answers to these questions must be unique and having short answers limited to three/four lines.

PRINCIPAL

