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| **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** | | | | | | | |
| 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 |

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| **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 |  |

**ELAGAPUDI RAMAKRISHNA**

**SIDDHARTHA ENGINEERING COLLEGE::VIJAYAWADA**

**(AUTONOMOUS)**

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%

1. Question paper is to be set conforming to the OBE pattern clearly mentioning the Course Outcomes and Bloom’s Cognitive Levels against each question.
2. 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.
3. Specify the marks against each question / part of a question in Part B.
4. The figures, if any, may be computer aided or neatly drawn with black pen indicating clearly the values/dimensions.
5. 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**