B.E. (Information Technology)
BUSINESS ANALYTICS AND INTELLIGENCE
(2015 Pattern) (Semester - I) (End Sem.) (Elective - I) (414456E)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

   1)   *Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.*

   2)   *Neat diagrams must be drawn wherever necessary.*

   3)   *Figures to the right side indicate full marks.*

   4)   *Assume suitable data, if necessary.*

Q1) a)   Explain the role of decision support system with its main components?**[6]**

     b)   What are the different factors responsible for successful BI projects, briefly explain.   **[4]**

OR

Q2) a)   Explain data visualization. Explain the job responsibilities of BI analysts for creating data visualizations.   **[6]**

     b)   Explain the four stages of Simon's decision making process.   **[4]**

Q3) a)   What is dashboard, explain different types of dashboards?   **[6]**

     b)   What are different types of charts? Explain any two?   **[4]**

OR

Q4) a)   Describe the apporaches of decision makers?   **[6]**

     b)   Explain the importance of data visualization techniques?   **[4]**

Q5) a)   Explain the phases of BPM cycle.   **[8]**

     b)   Differentiate between dashboards & scoreboards.   **[8]**

OR

P.T.O.

Q6) a) Explain the purpose of performance measurement system and how organizations need to define key performance indicators? **[8]**

b) Write the benefits of using balanced score cards vs using six sigma in a performance measurement systems. **[8]**

Q7) a) Explain the role of BI in ERP with an example? **[8]**

b) Explain the different ways BI software's can help in improving sales & marketing process. **[8]**

OR

Q8) a) Explain in detail the role of BI in Finance Sector? **[8]**

b) What are the various domains where BI can be used and explain any four BI applications. **[8]**

Q9) a) Explain different levels of BI maturity? **[10]**

b) Explain the main challenges and potential solutions for the Pervasive BI maturity? **[8]**

OR

Q10) a) Explain with an example, how the customer experience helps in building an effective BI systems? **[10]**

b) Write a short note on **[8]**

i) Geographic BI systems

ii) Social BI systems

♦ ♦ ♦