

Total No. of Questions :10]

SEAT No. :

P4000

[5561]-707

[Total No. of Pages : 2

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

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) What are various types of decisions? Explain the process through which the decisions are done by Managers. [6]
- b) What are different Factors Responsible for successful BI project, 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) Explain 5 different stages of business intelligence. Also discuss functionality and objective of each stage. [6]
- b) What are different types of dashboards, and list attributes of metrics usually included in dashboards. [4]

OR

- Q4)** a) Describe the approaches of decision makers. [6]
- b) What are various tools that are used in visualization of big data? [4]
- Q5)** a) Explain the purpose of Performance Measurement System and how organizations need to define the key performance indicators (KPIs) [8]
- b) Explain the Four balanced scorecards perspectives. Differentiate between dashboards and scorecards. [8]

OR

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- Q6)** a) What are the main components of BPM and Explain the four phases of BPM cycle. [8]
b) Explain the benefits of using balanced scorecaids. [8]

- Q7)** a) How various forms of BA are supported in practice? Briefly explain?[8]
b) List and explain the different ways Business Intelligence Software can help in improving sales and marketing process. [8]

OR

- Q8)** a) Explain in detail the role of Business Intelligence in Finance Sector. [8]
b) What are the various domains where BI can be used and explain any four BI applications in detail with an example. [8]

- Q9)** a) Explain the main challenges and the potential solutions for the pervasive BI maturity. [10]
b) What is Big Data systems? Explain its applications in Education, Manufacturing, Media and Internet of Things. [8]

OR

- Q10)**a) Write a short note on any two [10]
i) Open Source BI
ii) Geographic BI System
iii) Social BI System
b) Explain with an example, How customer experience will help in building an effective BI system. [8]

