



B.TECH DEGREE EXAMINATIONS: APRIL / MAY 2024

(Regulation 2018)

Sixth Semester

INFORMATION TECHNOLOGY

U18ITE0014: Business Intelligence

COURSE OUTCOMES

- CO1:** Explain the Business Intelligent Environment
CO2: Describe the Business Intelligence Architecture
CO3: Outline the usage of ETL in Business Intelligence
CO4: Explore the Emerging trends in Business Intelligence

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-
PART A (10 x 2 = 20 Marks)
(Answer not more than 40 words)

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|--|-----|-------------------|
| 1. List the primary drivers for business analytics and how can the benefits be effectively communicated to the important organizational stakeholders? | CO1 | [K ₁] |
| 2. What is meant by organizational preparedness? State the organizational preparedness both for management and staff aspects? | CO1 | [K ₁] |
| 3. List the technology requirements that drive the business requirements. | CO2 | [K ₁] |
| 4. What are roles of business process model and notation (BPMN)? | CO2 | [K ₁] |
| 5. Differentiate between operational data store (ODS) and data warehouse. | CO3 | [K ₂] |
| 6. Explain the critical tasks associated with metadata for a successful BI program. | CO3 | [K ₂] |
| 7. What are the major factors for business rules to approach? | CO4 | [K ₁] |
| 8. How virtuous cycle incorporates five fundamental data quality management practices, which are ultimately implemented using a combination of core data services. | CO4 | [K ₁] |
| 9. Differentiate between directed versus undirected knowledge discovery. | CO3 | [K ₂] |
| 10. Outline the various uses of data aggregators. | CO4 | [K ₂] |

Answer any FIVE Questions:-
PART B (5 x 16 = 80 Marks)
(Answer not more than 400 words)

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|-----|----|--|----|-----|-------------------|
| 11. | a) | List the applications of business intelligence to improve organizational operations. | 8 | CO1 | [K ₁] |
| | b) | Explain about information exploitation to improve the business process. | 8 | CO1 | [K ₂] |
| 12. | a) | Describe in detail about types of business intelligence tools and software. | 8 | CO2 | [K ₂] |
| | b) | Briefly explain about business intelligence architecture components with neat diagram. | 8 | CO2 | [K ₂] |
| 13. | a) | Differentiate between OLTP and OLAP with example. | 6 | CO3 | [K ₁] |
| | b) | Describe about transaction-based information flow and how ETL process for business intelligence provide the various staging architecture components. | 10 | CO3 | [K ₃] |
| 14. | a) | Explain the various types of data quality dimensions. | 8 | CO3 | [K ₂] |
| | b) | Explain about data quality assessment and rules. | 8 | CO3 | [K ₂] |
| 15. | a) | Explain how the various data cleaning process steps are involved for business intelligence data? Give example. | 8 | CO4 | [K ₂] |
| | b) | Enumerate briefly about the steps involved in knowledge discovery in predictive analytics. | 8 | CO4 | [K ₃] |
| 16. | a) | What is knowledge discovery in business intelligence? Explain its benefits. | 8 | CO4 | [K ₂] |
| | b) | Explain the future of business intelligence trends and how leading organizations use business intelligence to propel their success. | 8 | CO4 | [K ₃] |
