



B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2018)

Seventh 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)

- | | | |
|--|-----|-------------------|
| 1. List the four key concepts of business intelligence. | CO1 | [K ₁] |
| 2. List the types of business intelligence users. | CO1 | [K ₂] |
| 3. What are the benefits of using business intelligence services for success of an organization? | CO2 | [K ₂] |
| 4. How do you gather business intelligence requirements? | CO2 | [K ₂] |
| 5. List the types of metadata in business intelligence. | CO3 | [K ₁] |
| 6. What are the benefits of using data profiling tools in business intelligence? | CO3 | [K ₂] |
| 7. State the common data quality issues and their impact on business intelligence. | CO4 | [K ₂] |
| 8. What is data latency and why it is important? | CO4 | [K ₂] |
| 9. State the uses and examples of predictive analytics. | CO3 | [K ₂] |
| 10. List the emerging trends in business intelligence. | CO4 | [K ₂] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

- | | | | |
|---|---|-----|-------------------|
| 11. a) List and describe about the application 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 a neat diagram. | 8 | CO2 | [K ₂] |

13.	a)	Differentiate between OLTP and OLAP with an example.	4	CO3	[K ₁]
	b)	Describe about transaction-based information flow. Explain how ETL processes for business intelligence provide the various staging architecture components.	10	CO3	[K ₃]
14.	a)	List and 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 in cleaning 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 and how leading organizations use business intelligence to propel their success.	8	CO4	[K ₃]
