Reg. No.										

MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL

A Constituent Institution of Manipal University

VII SEMESTER B.TECH. (INFORMATION TECHNOLOGY)
MAKEUP EXAMINATIONS, DEC 2017/JAN 2018

SUBJECT: BUSINESS INTELLIGENCE [ICT 4101]
REVISED CREDIT SYSTEM
(20 / 12 /2017)

Time: 3 Hours MAX. MARKS: 50

Instructions to Candidates:

- Answer ALL the questions.
- Missing data if any, may be suitably assumed.

1A.	Discuss the various factors necessitating presentation capabilities. Discuss the characteristics of Dashboards.	5
1B.	Explain the two approaches used in creating a data warehouse. Differentiate between a Data Mart, an Operational Data Source and an Enterprise Data Warehouse.	3
1C.	With a help of neat diagram, explain hub and spoke architecture. Discuss its advantages.	2
2A.	Define Business Analytics. Explain various steps involved in Cross Industry Standard Process-Data Mining process model.	5
2B.	Discuss how balanced scorecards can be used to link long term business strategic objectives with their short term action.	3
2C.	Brief any four critical issues with respect to cluster analysis method.	2
3A.	Discuss the characteristics and any four applications of Automated Decision Support (ADS). List the components of ADS.	5
3B.	Identify the recommended safeguards in keeping the organization data sources.	3
3C.	How is customized usage tracking helpful in Business? Discuss various tasks to be performed in web usage mining.	2
4A.	Identify and briefly explain the five situations regarding the sourcing of Business Intelligence solutions.	5
4B.	Discuss the capabilities of using Business Intelligence to develop Key Performance Indicators.	3
4C.	Explain different types of knowledge repositories served for any organization.	2
5A.	With the help of examples, explain why ETL process is important for data warehousing efforts. Explain the data warehouse development approaches.	5
5B.	Discuss the factors driving Business Intelligence with an example.	3
5C.	Explain how data mining technique can be used to improve energy consumption in power systems.	2