

Reg. No.



MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL

A Constituent Institution of Manipal University

VII SEMESTER B.TECH. (INFORMATION TECHNOLOGY)

END SEMESTER EXAMINATIONS, NOVEMBER 2017

SUBJECT: BUSINESS INTELLIGENCE [ICT 4101]

REVISED CREDIT SYSTEM
(16/11/2017)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

- | | | |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1A. | Discuss the different types of reports and queries. Describe the various functional areas of an organization which uses OLAP produced reports. | 5 |
| 1B. | Give any two reasons responsible for uncertainty in organization's environment. Explain the modes of environmental scanning. | 3 |
| 1C. | Explain any two technologies that enable data and metadata integration. Discuss any two important criteria in selecting an ETL tool. | 2 |
| 2A. | Define Enterprise Architecture. Explain the process of designing the Enterprise Architecture with suitable example(s). | 5 |
| 2B. | List the Codd's Rules for OLAP product evaluation and discuss the characteristics. | 3 |
| 2C. | State the difference between Business Intelligence (BI) and Business Analytics (BA) with a real time application. List the major categories, tools and techniques of BA. | 2 |
| 3A. | Discuss the overview of Business Intelligence Management. | 5 |
| 3B. | What are the challenges to be addressed in integrating analytics into real time decision support? | 3 |
| 3C. | List the factors and limitations of multidimensionality. | 2 |
| 4A. | Identify and briefly explain the steps involved in development of BI Solution. Also, discuss any four characteristics of BI Solution. | 5 |
| 4B. | "The kind of BI tool suited for an individual depends on the individual's role, abilities, and preferences in an organization". Justify | 3 |
| 4C. | Discuss the applications of | |
| | (i) Radio Frequency Identification in business. | 2 |
| | (ii) Analytical Customer Relationship Management. | |

- 5A.** How does an organization design an effective IT Governance? Discuss how interrelated IT decisions must be addressed? **5**
- 5B.** Discuss any three
- (i) Methods employed for indexing images **3**
 - (ii) Applications of web to enhance BI activities
- 5C.** Explain how BI differs from Knowledge Management (KM)? Discuss the roles of Data, Information & Knowledge in BI and KM. **2**