


VII SEMESTER B.TECH. (INFORMATION TECHNOLOGY)
MAKEUP EXAMINATIONS, DECEMBER 2018
SUBJECT: BUSINESS INTELLIGENCE [ICT 4101]
REVISED CREDIT SYSTEM
(22/12/2018)
Time: 3 Hours
MAX. MARKS: 50
Instructions to Candidates:

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

- 1A. Describe business intelligence capabilities along with its outcomes. Discuss the various ways of achieving each outcome. 5
- 1B. With the help of suitable example, explain how real-time data warehousing can help the organization in making efficient decisions. 3
- 1C. Define Ad Hoc reports. List some advanced features of reports. 2
- 2A. Compare five major independent business intelligence vendors in terms of products, weaknesses and strengths. 5
- 2B. Explain SEMMA model of data mining process with the help of suitable diagram. 3
- 2C. Discuss any two business intelligence tools that facilitate Information Integration. 2
- 3A. With the help of a diagram, explain the categories of Business Analytics. Also, list and discuss the techniques used in each category. 5
- 3B. Discuss any six characteristics of good business intelligence solutions. 3
- 3C. Discuss a scenario where web structure mining can be used to improve decision(s) adopted by an organization. 2
- 4A. Explain the major characteristics and objectives of data mining. What complexities arise when data mining is used in health care organizations? 5
- 4B. Discuss any three components of business intelligence governance. 3
- 4C. Discuss a scenario of improving sales performance using visual business intelligence. 2
- 5A. With the help of a suitable diagram, explain ETL process. What is the importance of ETL process in data warehousing? 5
- 5B. Explain the critical success factors for large-scale ERP project implementation. 3
- 5C. Discuss any one cluster analysis method with an example. 2