USN | | | | | | | | | **Course Code** | 2 | 1 | M | B | A | D | A | 4 | 0 | 2

Fourth Semester MBA Degree Examinations, Sept/Oct 2023
BUSINESS INTELLIGENCE

Duration: 3 hrs   **Max. Marks: 100**

*Note: 1. Answer any **FOUR** full questions from Question No. 1 to 7.*
2.Question No. 8 is compulsory
3. Missing data, if any, may be suitably assumed

Q. No		Question	Marks	(RBTL:CO:PO)
1.	a.	What is business intelligence?	03	(1 :1 : 2)
	b.	Explain emerging technologies in BI.	07	(1 :1 : 2)
	c.	Write the importance of BI in the view of business?	10	(1 :1 : 2)
2.	a.	What is the need of data warehouse?	03	(1 :1 : 2)
	b.	Explain major components of the BI life cycle.	07	(1 :1 : 2)
	c.	Give the difference between operational systems with data warehouses.	10	(2 :2 : 1)
3.	a.	Give differences between dashboard and scorecard	03	(2 :2 : 1)
	b.	Explain how BI tools helps in improving the business	07	(2 :2 : 1)
	c.	Elaborate how snow flake design helps in improving BI.	10	(3 :3 : 2)
4.	a.	Give significance of the business query and reporting tool.	03	(3 :3 : 2)
	b.	Give the difference between reporting tools and business query tool in BI.	07	(3 :3 : 2)
	c.	Explain OLAP architecture.	10	(4 :4 : 1)
5.	a.	Explain how the luck impacts on BI.	03	(4 :4 : 1)
	b.	Discuss why data quality is most important in successful BI.	07	(4 :4 : 1)
	c.	What is the role of Master Data Management in BI	10	(4 :4 : 1)
6.	a.	Explain the role of BI standardization	03	(4 :4 : 1)
	b.	Explain how BI tool approach impact on BI	07	(4 :4 : 1)
	c.	How predictability of information requirements helps in identifying right tool to the right user in BI.	10	(4 :4 : 1)
7.	a.	How the best practices of BI will help to bring the success in BI.	03	(5 :5 : 2)
	b.	How do you define the success or failure of business upon taking gut-feel decision?	07	(5 :5 : 2)
	c.	Elucidate the capability of advanced visualization tools in successful BI.	10	(5 :5 : 2)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI – Programme Outcome)

8. <u>**Case Study (Compulsory)**</u>

OTT stands for "over-the-top" and refers to technology that delivers streamed content over the internet. In previous years, a consumer would take out a cable subscription and their cable TV provider would be responsible for the supply and availability of programming.

OTT platforms have grown in popularity in India and other parts of the world in recent months. Because they can be played on a phone, tablet, laptop, or TV, many people find them extremely satisfying and time efficient. The market has seen so much growth in recent years that it's safe to say that there will be not only a rise inthe OTT platform industry, but also a slew of new competitors who will enter the field with better features and more cost-effective subscriptions.

a.	Explain underlying architecture of OTT	**10**	(5 :5 : 2)
b.	Segment the users of OTT and explain the right toolfor right user.	**10**	(5 :5 : 2)

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Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI – Programme Outcome)