20SCS331

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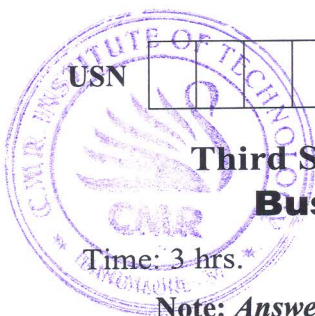
Third Semester M.Tech. Degree Examination, Feb./Mar.2022
Business Intelligence and its Applications

Time: 3 hrs.

Max. Marks: 100

Note: *Answer any FIVE full questions, choosing ONE full question from each module.*

Module-1

1   a. What is business intelligence? With a neat sketch, explain the engineering stages and development steps. **(12 Marks)**
     b. Explain in detail about the parallel development tracks. **(08 Marks)**

OR

2   a. With a neat diagram, explain Business case Assessment activities. **(10 Marks)**
     b. List and explain two major categories of the middleware platform. **(10 Marks)**

Module-2

3   a. Give the definition of BI project. Explain about the project planning activities. **(12 Marks)**
     b. Explain the roles involved in the project planning activities. **(08 Marks)**

OR

4   a. What are the activities for defining project requirement definition? Explain. **(10 Marks)**
     b. Briefly explain the general business requirements. **(10 Marks)**

Module-3

5   a. Distinguish between star schema and snowflake schema with respect to logical database design. **(10 Marks)**
     b. Explain the guidelines for physical database design. **(10 Marks)**

OR

6   a. Explain the steps involved for security in a multitier environment. **(10 Marks)**
     b. Explain several data backup and recovery strategies. **(10 Marks)**

Module-4

7   a. List and explain the three key growth areas of growth management. **(10 Marks)**
     b. Explain release evaluation activities in detail. **(10 Marks)**

OR

8   a. Explain Actionable knowledge with respect to Return on Investment (ROI) and BI applications. **(12 Marks)**
     b. Write a brief note on the Intelligence Dashboard. **(08 Marks)**

Module-5

9   a. Distinguish between scorecard and dashboard. **(10 Marks)**
     b. With a neat sketch, explain the criteria for performance Excellence framework. **(10 Marks)**

OR

10   a. What are the key purposes of using IT in business process? Explain. **(12 Marks)**
     b. Explain BI road ahead. **(08 Marks)**

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