FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, May / June 2018

Subject: Business Intelligence

Paper – MB – 402

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1. Value Chain
2. Data Integration
3. Business Performance
4. GIS
5. Business Intelligence

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

6. a) Briefly explain the history and evolution of Business Intelligence.
   OR
   b) Explain the role of business intelligence in organizational development.

7. a) What is data warehousing? Briefly explain the framework for data warehousing.
    OR
    b) Describe different tools and techniques of data mining.

8. a) Discuss the process of business performance measurement.
    OR
    b) Explain the various applications of business performance measurement.

9. a) Explain the benefits of Business Analytics.
    OR
    b) Compare and contrast between GIS and GPS.

10. a) Briefly explain the managerial issues related to business intelligence implementation.
    OR
    b) Explain the role of social networks in business intelligence.

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