

CBGS SCHEME

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18AI744

Seventh Semester B.E. Degree Examination, Dec.2023/Jan.2024 Business Intelligence

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. With a neat diagram, explain Business Pressure – Response model. Also mention the reason for developing such model. (10 Marks)
- b. What is Information system and decision making? Briefly explain the support of Information system in decision making. (10 Marks)

OR

- 2 a. What are the nine cells of the decision framework? Explain what each is for. (10 Marks)
- b. Define BI. List and describe the major components of BI. (10 Marks)

Module-2

- 3 a. List and briefly describe Simon's four phases of decision making. (10 Marks)
- b. What are the impacts of the web on the phases of decision making? (05 Marks)
- c. Why is it important to classify a problem? What is meant by problem decomposition? (05 Marks)

OR

- 4 a. List some difficulties that may arise when analyzing multiple goals. (05 Marks)
- b. List the reasons for performing sensitive analysis. (10 Marks)
- c. Explain why a manager might perform what – if – analysis and might use goal seeking. (05 Marks)

Module-3

- 5 a. Define Data Warehouse. Explain how it works. Mention its benefits. (10 Marks)
- b. Explain Data Warehousing Architecture. (10 Marks)

OR

- 6 a. Explain Data Integration , Data Extraction and Data Transformation. (10 Marks)
- b. What issues should be considered when deciding which architecture to use in developing a datawarehouse? List 10 most important factors. (10 Marks)

Module-4

- 7 a. Define Knowledge Management. Explain Taxonomy of Knowledge. (10 Marks)
- b. Explain various approaches to Knowledge Management. (10 Marks)

OR

- 8 a. What are the two primary functions of IT in Knowledge Management? Explain KMS cycle with a neat diagram. (10 Marks)
- b. Describe how AI and Intelligent agents support Knowledge Management. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

Module-5

- 9 a. What is ES? Explain features of ES. Mention why we need ES. (10 Marks)
b. Explain classical applications of ES. (10 Marks)

OR

- 10 a. With a neat diagram, explain structure of Expert Systems. (10 Marks)
b. Explain the process of Knowledge Engineering. (10 Marks)
