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20SCS331

## 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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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.