

**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 frame work 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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