

R09

Code No: E5308

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, January 2011

BUSINESS INTELLIGENCE

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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1. Explain the business intelligence from business side. What are its components?
2. How do you measure the success of Business Impact? Illustrate.
3. What are Agile Development techniques of BI? Explain in detail.
4. How do you Design research for capturing market intelligence? Give Examples.
5. How do you move from Data Warehousing to Data Mining? Explain the applications of Data Warehousing.
6. Explain the emerging Technologies to predict future. Is there anything beyond technology? Justify your answer.
7. What are OLAP tools? Explain in detail.
8. Write short notes on
 - (a) Market Intelligence
 - (b) Business IT Partnership
 - (c) Dash Board
