

R15
Code No: 723AP
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, December - 2018
BUSINESS INTELLIGENCE
Time: 3hours
Max.Marks:75
Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A
5 × 5 marks = 25

- 1.a) What is business pressure? Explain. [5]
- b) Explain Data warehousing administration. [5]
- c) Explain the concepts of Data mining. [5]
- d) What is the value proposition for business rules? [5]
- e) Discuss about social networking. [5]

PART - B
5 × 10 marks = 50

2. Explain the styles of Business Intelligence. [10]
- OR**
3. Discuss the performance metrics and key performance indicators. [10]
4. Explain about performance dashboard and scorecards. [10]
- OR**
5. How to implement Data warehousing? Explain. [10]
6. Discuss briefly Data mining applications. [10]
- OR**
7. Explain about Text mining process and tools. [10]
8. Explain management approach for business rules system sources. [10]
- OR**
9. Discuss the importance of business rules framework in Business Intelligence. [10]
10. Discuss Business Intelligence and integration implementation. [10]
- OR**
11. Explain the significance of privacy and ethics in Business Intelligence. [10]

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