R15

Code No: 723AP

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, January-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) Explain with the help of a suitable example that how data driven decision making help organizations in monitoring and managing their performance.   [5]

  b) Who is the primary user of performance dashboard and scorecards in any organization? At strategic level, how does it help organizations to measure organizational growth?
                                                                                           [5]

  c) What do you understand by web content mining? Explain with a suitable example how it can be advantageous for a business organization?   [5]

  d) What is the importance of having an organization-wide information policy? In what ways it can help organizations?   [5]

  e) Discuss various security and privacy issues related to implementing business intelligence to customers' information for an online service provider for financial planning.   [5]

PART - B   5 × 10 marks = 50

2. With a suitable example, describe how each step in the cyclic process of intelligence creation makes value for a business organization?   [10]

                                          OR

3. As a big automobile parts supplier, you supply various parts to different automobile manufacturers throughout Asia. How use of business intelligence can be helpful in improving the efficiency of your supply chain, explain?   [10]

4. Write short note on:
   a) Business performance management techniques
   b) Business value of data warehouse   [5+5]

                                          OR

5. What are the security challenges faced by organizations while creating and maintaining a data warehouse? Suggest some techniques (methods) to overcome those challenges. [10]

6. Describe and differentiate Online Transaction Processing (OLTP) and Online Analytical Processing (OLAP) with suitable examples.   [10]

                                          OR

7. Discuss various data mining techniques. Explain 'association rule' and 'clustering' with suitable examples.   [10]

8. Discuss various external as well as internal sources of business rules. What is the role of information audit for any organization?   [10]

OR

9. Discuss with example how business intelligence helps in:
    a) Business performance management
    b) Cross-functional information sharing   [5+5]

10. Discuss how companies can apply business intelligence and leverage plenty of user generated data related to them available online?   [10]

OR

11. What are various operational level challenges faced by organizations while implementing business intelligence solutions? Discuss possible solutions to overcome such challenges.   [10]

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