

**R15**
**Code No: 723AP**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA III Semester Examinations, June/July-2018**
**BUSINESS INTELLIGENCE**
**Time: 3 hours**
**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 are the organizational responses to the business environment pressures? [5]
- b) What is Business Performance Management? [5]
- c) Discuss the concept of text mining. [5]
- d) Present the sources of business rules. [5]
- e) Discuss the legal issues in implementation of business intelligence. [5]

**PART - B**
**5 × 10 marks = 50**

- 2.a) How is intelligence created and in BI? [5]
- b) What are the styles of business intelligence? [5+5]
- OR**
- 3.a) Present the horizontal use of business intelligence. [5]
- b) How does business intelligence create value? [5+5]
4. What are the techniques of Business Performance Management? How do you see the future of data warehousing? [10]
- OR**
5. Is data warehousing always safe? Discuss the security issues associated with data warehousing. [10]
6. Compare and contrast web structure mining and web usage mining. What are the applications? Give examples. [10]
- OR**
- 7.a) Define data mining. Discuss the associated concepts and characteristics. [5]
- b) What is natural language processing? [5+5]
- 8.a) Provide an overview of value proposition of business rules. [5]
- b) Elucidate the actions and triggers in business rules. [5+5]
- OR**
9. What is the business rule system? Explain in detail the business rule systems. [10]
10. Discuss the means of connecting the business intelligence systems with the databases and enterprise systems. What are the challenges? [10]
- OR**
- 11.a) How is business intelligence integration done? What are the levels? [5]
- b) What are the types of integrating business intelligence systems? [5+5]