

Model Question Paper-1/2 with effect from 2021(CBCS Scheme)

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Sixth Semester B.E. Degree Examination Business Intelligence

TIME: 03 Hours

Max. Marks: 100

Note: 01. Answer any **FIVE** full questions, choosing at least **ONE** question from each **MODULE**.

Module -1			*Bloom's Taxonomy Level	COs	Marks
Q.01	a	What type of support is provided by the predictive analytics employed at Magpie Sensing?	L2	CO1	4
	b	List the components and explain the Business Pressure-Response-Support Model.	L2	CO1	8
	c	Describe the three major managerial roles and list some specific activities in each.	L2	CO1	8
OR					
Q.02	a	List some capabilities of information systems that can facilitate managerial decision making.	L2	CO1	7
	b	Explain Gorry and Scott-Morton classical Decision support Framework.	L2	CO1	7
	c	Describe a High-Level Architecture of BI	L2	CO1	6
Module-2					
Q. 03	a	List and briefly describe Simon's four phase off decision making.	L2	CO2	4
	b	Compare the normative and descriptive approaches to decision making	L2	CO2	8
	c	Describe how new technologies can provide decision making support	L2	CO2	8
OR					
Q.04	a	List and explain the general structure of a quantitative model.	L2	CO2	6
	b	Define what it means to perform decision making under assumed certainty, risk and uncertainty.	L2	CO2	7
	c	List some difficulties that may arise when analyzing multiple goals.	L2	CO2	7
Module-3					
Q. 05	a	What is a data warehouse? Bring out differences between data warehouse and database.	L2	CO3	7
	b	Describe the major components of data warehousing process	L2	CO3	7
	c	Explain architecture of three –tier data warehouse.	L2	CO3	6
OR					
Q. 06	a	List the 10 factors that potentially affect the architecture selection decision	L2	CO3	6

	b	Why is the ETL process so important for data warehousing efforts?	L2	CO3	6
	c	Compare the key similarities and differences between a two-tiered and three tiered architecture data warehouse.	L2	CO3	8
Module-4					
Q. 07	a	Explain the relationship among Data, Information and Knowledge.	L2	CO4	6
	b	Define Knowledge repository and describe how to create one.	L2	CO4	7
	c	Explain the practice and process approaches of Knowledge management	L2	CO4	7
OR					
Q. 08	a	Define tacit knowledge and explicit knowledge	L2	CO4	6
	b	Why is hybrid approach to knowledge management desirable?	L2	CO4	6
	c	List and describe the knowledge Management Cycle.	L2	CO4	8
Module-5					
Q. 09	a	What is an expert system? Mention the features of an expert system.	L2	CO5	6
	b	Bring out comparison between conventional systems and expert systems.	L2	CO5	7
	c	Explain the process and five major activities in knowledge engineering	L2	CO5	7
OR					
Q. 10	a	Explain the structure of an expert system.	L2	CO5	10
	b	Explain problem area suitable for expert systems.	L2	CO5	10

*Bloom's Taxonomy Level: Indicate as L1, L2, L3, L4, etc. It is also desirable to indicate the COs and POs to be attained by every bit of questions.

Model Question Paper-1 with effect from 2023-24 (CBCS Scheme)

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Seventh Semester B.E. Degree Examination Business Intelligence

TIME: 03 Hours

Max. Marks: 100

Note: 01. Answer any **FIVE** full questions, choosing at least **ONE** question from each **MODULE**.

Module – 1			
Q.1	(a)	List and explain the components of the Business Pressures–Responses–Support Model.	10M
	(b)	Explain evolution of BI with a neat diagram.	10M
OR			
Q.2	(a)	Define <i>operational control</i> , <i>managerial control</i> , and <i>strategic planning</i> . Provide two examples of each.	10M
	(b)	What are structured, unstructured & semi-structured decisions? Provide two examples for each.	10M
Module – 2			
Q.3	(a)	List and briefly describe Simon’s four phases of decision making	10M
	(b)	(i) Identify similarities and differences between individual and group decision making.	10M
OR			
Q.4	(a)	What is the difference between a problem and its symptoms? Why is it important to classify a problem?	10M
	(b)	Describe how DSS/BI technologies and tools can aid in each phase of decision making.	10M
Module – 3			
Q.5	(a)	How does a data warehouse differ from a database? Differentiate among a data mart, an ODS, and an EDW.	10M
	(b)	Describe the data warehousing process and its major components	10M
Q.6	(a)	What are the key similarities and differences between a two-tiered architecture and a three-tiered architecture?	10M
	(b)	What issues should be considered when deciding which architecture to use in developing a data warehouse? List the 10 most important factors.	10 M
Module – 4			
Q.7	(a)	Define <i>knowledge management</i> and describe its purposes. Distinguish between knowledge and data.	10M
	(b)	i) Describe the practice approach to knowledge management.	10M

		ii) Why is a hybrid approach to KM desirable?	
Q.8	(a)	Define <i>KMS</i> and describe the capabilities of KMS.	10M
	(b)	Describe how AI and intelligent agents support knowledge management.	10M
Module – 5			
Q.9	(a)	Explain why we need ES. What are the major features of ES?	10M
	(b)	Name two applications of ES in i) finance and describe their benefits. ii) homeland security and describe their benefits	10M
Q.10	(a)	Describe the difference between a knowledge base of an ES and an organizational knowledge base.	10M
	(b)	List the three most popular methods to deal with uncertainty in ES.	10M

Table showing the Bloom's Taxonomy Level, Course Outcome and Programme Outcome

Question	Bloom's Taxonomy Level attached	Course Outcome	Programme Outcome	
Q.1	(a)	L1	CO1	PO1
	(b)	L1	CO2	PO1
Q.2	(a)	L2	CO2	PO2
	(b)	L3	CO2	PO2
Q.3	(a)	L3	CO3	PO3
	(b)	L4	CO2	PO3
Q.4	(a)	L2	CO1	PO3
	(b)	L2	CO2	PO3
Q.5	(a)	L2	CO2	PO3
	(b)	L2	CO2	PO4
Q.6	(a)	L1	CO3	PO5
	(b)	L2	CO2	PO6
Q.7	(a)	L4	CO2	PO9
	(b)	L2	CO3	PO12
Q.8	(a)	L3	CO2	PO6
	(b)	L4	CO2	PO9
Q.9	(a)	L3	CO2	PO9
	(b)	L3	CO3	PO4
Q.10	(a)	L3	CO3	PO5
	(b)	L3	CO3	PO12
Bloom's Taxonomy Levels	Lower order thinking skills			
	Remembering(Understanding Comprehension):	Applying (Application):	
	Higher order			

