

CBCS SCHEME

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18AI744

Seventh Semester B.E. Degree Examination, Jan./Feb. 2023 Business Intelligence

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. What is Business Intelligence? Explain how decision support is related to Business Intelligence. (10 Marks)
- b. Explain the concept of Decision Support System (DSS). (10 Marks)

OR

- 2 a. Explain how Decision support impact on changing business environment. (10 Marks)
- b. Demonstrate computerized support system for decision making with example. (10 Marks)

Module-2

- 3 a. Explain the phases of the decision making process. (10 Marks)
- b. Illustrate the structure of mathematical model for decision support. (10 Marks)

OR

- 4 a. Demonstrate Implementation phase with example. (10 Marks)
- b. Explain following : i) Multiple Goals ii) Sensitivity Analysis. (10 Marks)

Module-3

- 5 a. What is Data Warehousing? Explain Data Warehousing Architecture with neat diagram. (10 Marks)
- b. Explain data warehousing concepts with example. (10 Marks)

OR

- 6 a. List and explain the functions of data warehousing. (10 Marks)
- b. Explain the data integration and how data warehouse is differ from database. (10 Marks)

Module-4

- 7 a. What is knowledge? Explain advantages of knowledge management. (10 Marks)
- b. List and explain the role of knowledge management. (10 Marks)

OR

- 8 a. Explain the approaches of knowledge management. (10 Marks)
- b. Explain information technology in knowledge management. (10 Marks)

Module-5

- 9 a. List and explain the application of expert system. (10 Marks)
- b. Explain the factors of expert system. (10 Marks)

OR

- 10 a. Explain the structure of expert system. (10 Marks)
- b. List and explain the limitations of expert system. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.