MB-117 G

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, May/June - 2023
(NON CBCS) (SLM Scheme)
MANAGEMENT
Business Intelligence and Analytics (Elective - G)

Time : 3 Hours **Max. Marks : 80**

SECTION - A

1) **Answer any five sub-questions. Each sub-question carries 3 marks :** **[5 × 3 = 15]**

a) What is Business Intelligence?

b) Write importance of data in business analytics.

c) Differentiate data, information and knowledge.

d) List phases in decision making process.

e) What is offsite and onsite Web Analytics?

f) What are data integrity problems?

g) List the data types supported by Tableau.

SECTION - B

Answer any four questions. Each question carries 5 marks : **[4 × 5 = 20]**

2) What are the characteristics of Big Data?

3) Explain structure of Decision Support System.

4) Write a note on Data Warehousing.

5) Write the importance of Internet of Things (IOT).

6) Give an account on social media analytics.

7) Describe the emergence of visual analytics.

SECTION - C

Answer any three questions. Each question carries 10 marks : [3 × 10 = 30]

8) Describe different types of business analytics.

9) Explain the cycle of business intelligence analysis.

10) Explain cloud deployment models.

11) Discuss how to deal with data quality problems in Tableau.

12) Describe different types of charts.

SECTION - D

13) **Case (Compulsory) : [1 × 15 = 15]**

Assume and create a student database for university with 10 students. Use appropriate business intelligence technique to classify whether the student is eligible to take examination or not based on attendance. Further, devise your own criteria to declare results.