MBSC-3.2 G

Sl.No. :

Total No. of Pages : 2

Third Semester M.B.A. Degree Examination, February - 2024
(SLM Scheme) (CBCS)
(Elective G) : MANAGEMENT
Business Intelligence and Analytics

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

SECTION - A

Answer any five questions. Each question carries five marks : [5 × 5 = 25]

Q1) Explain various components of business intelligence.

Q2) Explain the data warehouse architecture with its components.

Q3) Discuss the Extract-Transform-Load (ETL) process.

Q4) Write detailed note on electronic data interchange.

Q5) List out the applications of OLAP.

Q6) Describe different types of B2B intelligence models.

Q7) Define data mining. How data mining works?

SECTION - B

Answer any four questions. Each question carries ten marks : [4 × 10 = 40]

Q8) Discuss the evolution of business intelligence.

Q9) State the challenges faced by business intelligence.

Q10) Explain various types of business intelligence tools.

Q11) Discuss the ethical and global issues in data management.

Q12) Bring out the characteristics of knowledge management.

Q13) What are the various data extraction techniques? Explain.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

Explain hybrid approach to knowledge management.

