

U.S.N.

B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

January 2024 Semester End Main Examinations

Programme: B.E.

Branch: Industrial Engineering and Management

Course Code: 21IM7DEBIA

Course: Business Intelligence and Analytics

Semester: VII

Duration: 3 hrs.

Max Marks: 100

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.			UNIT - I	CO	PO	Marks
	1	a)	What is the main purpose of Business Intelligence? Explain the steps in BI process.	CO1		10
		b)	Select a Retail Company dealing with FMCGs. With reference to that company explain the phases of BI Life Cycle.	CO1		10
			UNIT - II			
	2	a)	In a hierarchical structure of any organization identify different BI user types and explain their reliance on BI for attaining their goals at their level.	CO2	PO1	10
		b)	Compare and explain the contrasting features between Data Visualization and Data Analytics.	CO2	PO1	10
			OR			
	3	a)	Explain with examples Ad hoc Reporting and Analysis and highlight their benefits.	CO2	PO1	10
		b)	Explain with examples following: (Any two) i) Parameterized Reports ii) Self-Service Reporting iii) Dimensional Analysis	CO2	PO1	5x2=10
			UNIT - III			
	4	a)	Explain the efficiency measures considered for evaluating the Business Efficiency.	CO2	PO1, 2	10
		b)	Explain the difference between CCR and BCC DEA models and steps in solving a DEA model.	CO2, 3	PO1, 2	10
			UNIT - IV			
	5	a)	How to visualize Big Data Handling? Explain with examples Big Data handling techniques.	CO2, 3	PO1, 2	10

	b)	Explain open source technology for big data. List and explain any two open source Big Data Tools.	CO3, 4	PO1, 2	10
		OR			
6	a)	Explain Big Data Storage and characteristics representing 4 V's of Big Data.	CO2, 3	PO1, 2	10
	b)	Explain the importance of each type of Big Data.	CO3, 4	PO1, 2	10
		UNIT - V			
7		Explain the following with an example for each: i) Data Mining ii) Data Exploration iii) Skills Needed to become a Business Intelligence Analyst iv) Prescriptive Analytics in BI	CO5	PO1, 2	5x4=20
