

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMPUTER TECHNOLOGY

MAJOR ELECTIVE COURSE – I BUSINESS INTELLIGENCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which of the following best defines Business Intelligence (BI)?
 - (i) A set of tools for data visualization
 - (ii) The process of gathering, storing, and analyzing data to generate useful insights for business decisions
 - (iii) A method for managing ERP systems
 - (iv) A theory for market prediction
2. What is a key goal of Business Intelligence (BI) as described in the text?
 - (i) To replace traditional management systems with technology-based solutions
 - (ii) To increase customer engagement through social media
 - (iii) To focus solely on internal data for reporting purposes
 - (iv) To provide business managers with rapid, actionable insights for decision-making
3. What does the multidimensionality of Business Intelligence (BI) encompass according to Skyrius & Nemitko?
 - (i) Only the financial aspects of business operations
 - (ii) Information space and BI functional space
 - (iii) Just the software products used for BI
 - (iv) Marketing and operational efficiency
4. What is a key characteristic of a mature BI system according to BI maturity models?
 - (i) Internal orientation dominates
 - (ii) Decisions are mostly based on simple questions
 - (iii) Centralized infrastructure and decentralized functions
 - (iv) Manual or one-time solutions
5. What is one of the most prominent features of a successful Business Intelligence (BI) culture, as identified in the research?
 - (i) Vertical information reporting structures
 - (ii) Isolated data silos for specific departments
 - (iii) Horizontal cross-functional information sharing
 - (iv) Exclusive use of external intelligence sources

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. What is Product Backlog?
OR
b. Brief what is Sprint Backlog?
- 7 a. Summarize Business Intelligence in terms of information systems with diagram.
OR
b. Describe Business Intelligence cycle.

Cont...

- 8 a. Compare internal and external business intelligence.
OR
b. What is the purpose of a tiered approach in designing a BI system?
- 9 a. Recall the Redefinition of Business Intelligence Maturity.
OR
b. Summarize Agility as Fast Reaction.
- 10 a. Recall the importance for BI.
OR
b. How can attention management in groups be improved during collaborative tasks such as brainstorming?

SECTION -C (30 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a. Explain about Scrum and its implementation of the Business Intelligence (BI) system for the Hardware Store Company with explanation diagram.
OR
b. Evaluate Sprint concept in Scrum with summary diagram.
- 12 a. Assess the benefits of Business Intelligence.
OR
b. Examine BI as a Technology Platform or Technology Stack with diagram.
- 13 a. Analyze centralized and decentralized of Business Intelligence.
OR
b. Evaluate automation in Business Intelligence dimensions.
- 14 a. Explain the Business Intelligence Agility.
OR
b. Interpret on Organizational Agility, Information Agility and BI Agility.
- 15 a. Evaluate sense dynamics and sense metrics.
OR
b. Explain the relations between soft factors.

Z-Z-Z

END