

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025  
(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 What is the role of the MOLAP system in BI architecture?  
(i) It processes raw data into meaningful reports  
(ii) It is responsible for extracting data from ERP systems  
(iii) It helps in realizing the budget for the next year by enabling multidimensional analysis  
(iv) It is used for data staging and ETL processes
- 2 According to Gilad's research, what percentage of managers reported that their companies experienced significant surprises affecting their market position?  
(i) 92% (ii) 44.1%  
(iii) 68% (iv) 36.3%
- 3 Which industry characteristic suggests that real-time technologies may not be necessary for BI in that industry?  
(i) High clock speed (ii) Customer-centric operations  
(iii) Low clock speed (iv) Competitive strategy as a market leader
- 4 What is one of the main reasons Business Intelligence (BI) maturity remains relevant, despite being past its peak?  
(i) The declining importance of BI technologies  
(ii) The need to understand the dynamics of BI adoption and its relationship with agility  
(iii) The fact that all businesses have already achieved BI maturity  
(iv) The reduction in the number of BI tools available
- 5 Which algorithm is commonly used for real-time data processing in Business Intelligence (BI) systems?  
(i) Decision Trees (ii) K-Means Clustering  
(iii) Stream Processing (iv) Linear Regression

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. What is business intelligence? List two benefits of BI.  
OR  
b. Brief about Internet of Things.
- 7 a. Explain stages in business intelligence cycle.  
OR  
b. Compare common needs and special needs of information needs.

Cont...

- 8 a. What are the key differences between data integration and information integration in the context of Business Intelligence (BI)?  
OR  
b. Explain the importance of data integration in Business Intelligence (BI) with examples from different industries.
- 9 a. Explain what is Data lakes?  
OR  
b. Describe Data vaults in brief?
- 10 a. Compare how Business Intelligence Culture (BIC) differ from Organizational Culture (OC).  
OR  
b. Explain the role of "information culture" in the acceptance of Business Intelligence (BI) within organizations.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Explain the benefits of BI in detail.  
OR  
b. List the characteristics of BI and explain in detail.
- 12 a. Classify business intelligence and decision support.  
OR  
b. Criticize business intelligence and business analytics.
- 13 a. Interpret data integration.  
OR  
b. Evaluate IT Tools and Methods.
- 14 a. Evaluate Data Collection and Storage in Business intelligence technologies.  
OR  
b. Elaborate Uses of Simple Self-Service Tools.
- 15 a. Justify the importance of information sharing.  
OR  
b. Evaluate Technology Management.

Z-Z-Z

END