

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)**

Branch - COMPUTER TECHNOLOGY

MAJOR ELECTIVE COURSE – I: BUSINESS INTELLIGENCE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Business intelligence system provides tools and methodologies to knowledge workers to help them to take _____. A. Effective decision B. Timely decision C. Both 1 and 2 D. Efficient Decision	K1	CO1
	2	_____ is the outcome of extraction and processing activities carried out on data. A. Knowledge B. Information C. Data D. Raw Data	K2	CO1
2	3	The objective of BI is _____. A. To support decision-making and complex problem solving B. To support information gathering C. To support data collection D. To support data analysis	K1	CO2
	4	Which of the following is not a component of business intelligence analysis cycle? A. Analysis B. Insight C. Decision D. Design	K2	CO2
3	5	In BI Architecture, _____ is used to gather and integrate the data stored in various primary and secondary sources. A. Data Warehouse B. Data mart C. Data Sources D. None of the above	K1	CO3
	6	Extraction of information and knowledge from data is known as _____. A. Data mining B. Optimization C. Data exploration D. Data mart	K2	CO3
4	7	Following are the phases of Development of a business intelligence system. A. Analysis and Design B. Planning C. Implementation and Control D. All of the above	K1	CO4
	8	Decision making process is of _____ phases. A. Three B. Five C. Two D. Six	K2	CO4
5	9	Well defined and recurring decision making procedure is called _____. A. Structured B. Semi-structured C. Operational D. Unstructured	K1	CO5
	10	In _____ approach, a decision maker considers economic, tactical, legal, ethical, procedural and political factors. A. Absolute rationality B. Bounded rationality C. Rational D. None of the above	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO		
1	11.a.	Analyze the characteristics of Business Intelligence.	K3	CO1		
	(OR)					
	11.b.	Examine the Agile approaches in Business Intelligence.				
2	12.a.	Identify the benefits of Business Intelligence in Advance Information System.	K3	CO2		
	(OR)					
	12.b.	Build a Business Intelligence Cycle.				
3	13.a.	Inspect the Notion of Business Intelligence Dimensionality.	K4	CO3		
	(OR)					
	13.b.	Write Note on Data and Information Integration.				
4	14.a.	Elucidate the importance of Data Collection and storage.	K4	CO4		
	(OR)					
	14.b.	Examine Business Intelligence Maturity Models.				
5	15.a.	Justify the role of Human Factors in Business Intelligence.	K5	CO5		
	(OR)					
	15.b.	What are the Common Issues for soft Factor in Business Intelligence?				

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the Business Intelligence Approaches.	K4	CO1
2	17	List out the Activities of Business Intelligence.	K4	CO2
3	18	Explicate the transition from Data to Information Integration.	K5	CO3
4	19	Describe Online Analytical Processing.	K4	CO4
5	20	Evaluate the common features of Business Intelligence Culture.	K5	CO5