

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 B.I 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 × 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 × 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 |

Z-Z-Z

END