

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(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	_____ is a way of making a computer, a computer-controlled robot, or a software think intelligently, in the similar manner the intelligent humans think. (a) Machine Intelligence (b) Artificial Intelligence (c) Linguistic Intelligence (d) Naturalistic Intelligence	K1	CO1
	2	_____ are one of the prominent research domains of Artificial Intelligence. (a) Knowledge Management Systems (b) Data driven Systems (c) Expert Systems (d) Cognitive Systems	K2	CO1
2	3	Data, information and past experience combined together are termed as _____. (a) Intelligence (b) Knowledge (c) Expert systems (d) Data driven systems	K1	CO2
	4	_____ is a strategy of an expert system to answer the question, "What can happen next?" (a) Forward Chaining (b) Backward Chaining (c) Total Task Chaining (d) Backward Reasoning	K2	CO2
3	5	Knowledge Management Activity aims at a) Total turning test b) The rational agent approach c) To build knowledge infrastructure d) Thinking humanly	K1	CO3
	6	The advantage of AI over Natural Intelligence are a) Fabulous speed b) Less biased c) Error prone d) a & b	K2	CO3
4	7	Data, information, and past experience combined together are termed as a) Inference b) Acquisition c) vision d) knowledge	K1	CO4
	8	What kind of signal is used in speech recognition? a) Electromagnetic signal b) Electric signal c) Acoustic signal d) Radar	K2	CO4
5	9	Data mining activities can be subdivided into two major investigation streams, which are a) Interpretation and Sampling b) Interpretation and Prediction c) Forecast and Prediction d) Forecast and Interpretation	K1	CO5
	10	BI supports _____ for data. a) Files b) Data Marts & Data Warehouse. c) Data Mining d) System database		

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

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Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyze the benefits of Business Intelligence.	K4	CO1
	(OR)			
	11.b.	Examine the Agile methodologies in Business Intelligence.		
2	12.a.	Discuss the Activities of Business Intelligence in Advance Information System.	K6	CO2
	(OR)			
	12.b.	Explain the Business Intelligence Cycle.		
3	13.a.	Explain the Business Dimension in BI.	K3	CO3
	(OR)			
	13.b.	Write Note on Information Integration.		
4	14.a.	Explicate the importance of Multidimensional Analysis.	K5	CO4
	(OR)			
	14.b.	Explain Business Intelligence Maturity Agility.		
5	15.a.	Propose a model of common features in Business Intelligence culture.	K6	CO5
	(OR)			
	15.b.	What are the relations between 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	Explain the Business Intelligence platform location.	K5	CO1
2	17	List out the difficulties in evaluating Business Intelligence.	K4	CO2
3	18	Explicate the transition from Data to Information Integration and Sense Making.	K5	CO3
4	19	Describe Business Analytics, Modelling and Simulation.	K4	CO4
5	20	Analyze the attention, sense and trust relations between soft factors.	K6	CO5

Z-Z-Z END