

ADMISSION NUMBER									

## School of Business

Integrated Bachelor of Business Administration - Master of Business Administration  
Semester End Examination - Nov 2023

Duration : 180 Minutes  
Max Marks : 100

### Sem IX - MBBA6006 - Business Intelligence

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain the value of Business Intelligence in bridging the gaps between Information Technology and the Business. K1 (2)
- 2) Discuss the various approaches to Data Integration and their advantages. K2 (4)
- 3) Design a comprehensive Data Model for a real-world business scenario. K2 (6)
- 4) Perform Data Profiling for a given dataset. K3 (9)
- 5) Evaluate the advantages and disadvantages of using Data Visualization in business. K3 (9)
- 6) Investigate the role of Data Warehousing in improving data governance. K5 (10)
- 7) Construct a Dimensional Model for a logistics and supply chain management system. K4 (12)
- 8) Develop a comprehensive BI roadmap to support strategic planning and competitive intelligence in a specific industry. K5 (15)
- 9) Create a business intelligence strategy that focuses on improving customer relationship management and sales analytics. K5 (15)
- 10) Develop a business strategy to leverage Data Warehousing for growth and efficiency. K6 (18)