



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2021

Course: Business Intelligence
Program: B.Tech CSE (BAO)
Course Code: CSBA3003

Semester : 5th
Time : 03 hrs.
Max. Marks : 100

Instructions:

- **Section A (Short answer type).** Answer all questions. Each question carries 4 marks.
- **Section B (Medium answer type).** Answer all questions. Each question carries 10 marks.
- **Section C (Long answer type).** Answer all questions. Each question carries 20 marks.

SECTION A
(Scan and Upload)

Marks **COs**

Q 1	What do you understand by Business Intelligence? Provide couple of standard definitions of it and elaborate.	2+2	CO1
Q 2	What is a Dash Board? What type of dashboards are there, name them and write their respective purposes.	1+1+2	CO2
Q 3	Enlist and enumerate various activities involved in building a BI project. Show the schematic diagram with the relationship among these activities.	2+2	CO3
Q 4	How metrics is associated with business intelligence? Describe the importance of it by taking one small example.	2+2	CO4
Q 5	Compare and contrast centralized and decentralized BI architectures by taking examples.	4	CO5

SECTION B
(Scan and Upload)

Q 1	Describe the key components of a good dashboard design. In particular, include Gestalt Principles of visual perception in your description. Also, describe the suggested areas in a rectangular format of dashboard where the various type of information can be put such that it can be emphasized/de-emphasized or neutralized.	5+2+3	CO2
Q 2	Write a comprehensive commentary on risk management and mitigation during the BI project development process. You may include couple of examples to support your discussion.	5+5	CO3
Q 3	Enlist and critically comment on the FIVE key areas of BI strategy that should be taken care of during formulating it.	2*5	CO3

Q 4	<p>Compare and contrast between a dashboard and a portal. Suffice your answer with some examples.</p> <p style="text-align: center;">OR</p> <p>Explain various display media used for preparing a dashboard. Clearly make a demarcation of use of each of them. To complete the answer you are encouraged to provide examples for your support.</p>	7+3 6+4	CO2
SECTION C (Scan and Upload)			
Q 1.	<p>Scoreboards are a popular ways to monitor the performance of various business activities. In this regard, explain Kaplan-Norton balanced scorecard and its limitations.</p> <p style="text-align: center;">OR</p> <p>Discuss the Rayport-Jaworski performance dashboard with all its six steps included in the description.</p>	20	CO4
Q2.	<p>How a successful deployment of a BI project is achieved, discuss? Include in your discussion the authentication, authorization and access permission issues of the project. Prefer to bring in a case study which seamlessly discusses all above.</p>	20	CO5