



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/01

Year and Program: 2018-19

School of Commerce &
Management

Department of SY MBA

Course Code: MMC BA609

Course Title: Business
Intelligence

Semester – III

Day and Date

Saturday 15 Dec 18

End Semester Examination
(ESE)

Time: Max Marks: 100

10:00 to 1:00 PM

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

| Q.1 | Solve any Two | Marks | Bloom's Level | CO |
|-----|---|-------|------------------|-----|
| a) | Discuss the factors that compose a business intelligence system? | 07 | L ₃ | CO1 |
| | OR | | | |
| a) | Business Intelligence industry is changing the digital era and will continue to change! Comment | 07 | L ₃ | CO1 |
| b) | Discuss a 'standard report' for sales analysis and explain its salient features. | 08 | L ₃ | CO2 |
| | OR | | | |
| b) | Discuss how Dashboards are excellent tool for visual analysis through Business intelligence system. | 08 | L ₃ | CO2 |
| Q.2 | Solve any Two | | | |
| a) | CCR model is a tool for efficiency measurement – Explain | 07 | L ₃ | CO3 |
| | OR | | | |
| a) | Describe the statistical model in pattern recognition for decision making | 07 | L ₃ | CO3 |
| b) | How a business intelligence system help an organization to evaluate "employee performance management" | 08 | L ₅ | CO4 |
| | OR | | | |
| b) | What insights can you bring through business analytics systems for the manufacturing industry? | 08 | L ₅ | CO4 |
| Q.3 | Explain the following (any 2) | | | |
| a) | Business intelligence cycle for analysis | 08 | L ₂ | CO1 |

| | | | | |
|------------|---|----|----------------|-----|
| | b) Usage of Scorecards. | 08 | L ₂ | CO2 |
| | c) Cluster analysis application in decision making. | 08 | L ₂ | CO3 |
| | d) Sales force automation through Marketing intelligence system. | 08 | L ₂ | CO4 |
| Q.4 | Solve any Two | | | |
| | a) Describe in detail the Pattern recognition system design. | 09 | L ₃ | CO5 |
| | b) You are a retail chain with 100's of store across locations. You want to decide upon assortment planning for the store. What will you do? | 09 | L ₅ | CO5 |
| | c) Explain outlier analysis with a suitable example. | 09 | L ₃ | CO5 |
| Q.5 | Solve any Two | | | |
| | a) Design a Business Intelligence application which will provide Retail Chain Company with features and performance that meet their objectives? | 09 | L ₃ | CO6 |
| | b) Innotech Pvt ltd company wants to start international business operations. They have huge database regarding to different country demographics and culture. Describe how business intelligence system can help them? | 09 | L ₅ | CO6 |
| | c) Discuss market basket analysis through marketing intelligence system. | 09 | L ₃ | CO6 |
| Q.6 | Solve any Three | | | |
| | a) Discuss virtual inputs and outputs in Data envelopment analysis. | 06 | L ₂ | CO5 |
| | b) How cluster analysis technique can be applied to Customer segmentation activity. | 06 | L ₂ | CO5 |
| | c) Executive dashboard in the banking industry changes the decision making power. Comment. | 06 | L ₂ | CO6 |
| | d) How Historical analysis is possible through business intelligence system designed with customization features of company? | 06 | L ₂ | CO6 |
