



Maximum

# Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

## Continuous Internal Assessment Test - I August 2024

### III Semester

Class: II UG  
Course: B.Com CA

Time: 2 Hours  
Max. Marks: 60

### 23BCCSE1B Business Intelligence

CO1: Able to comprehend the applications of Business Intelligence.

CO2: Capable to analysis performance management and decision support system of business.

CO3: Optimize the mining process and construct a model by choosing appropriate Business Intelligence technique.

CO4: Able to classify cluster and build network by implanting Business Intelligence methods.

CO5: Identify various modern marketing techniques and problem solving application.

#### Part A

6 x1=6

#### Choose the correct answer

1. How many BI User are there?  
a) 2 b) 3 c) 4 d) 5 CO1:K1
2. KPI Stands for  
a) Key Performance Indicators b) Key Performance Identifier CO1: K1  
c) Key Processes Identifier d) Key Processes Indicators
3. Which of the following is a data visualization feature in Power BI?  
a)Charts b) Word processing c)Video editing d)Animation CO2:K1
4. Which of the following areas are affected by BI  
a) Revenue b) CRM CO2: K1  
c) Sales d) CPM
5. The objective of BI is CO2:K1  
a)To support decision-making and complex problem solving b) To support information gathering  
c) To support data collection d) To support data analysis
6. Which of the following is not a component of business intelligence analysis cycle?  
a)Analysis b) Insight c) Decision d) Design CO3: K1

#### Part B

#### Answer any two of the following questions

3x6 =18

#### Each Answer should not exceed 400 words

7. a) Elaborate the Framework for BI. CO1:K2  
(OR)  
b). What are the Role of mathematical models? CO1:K3
8. a)What is the function Business Performance Management? Give example CO2:K3  
(OR)  
b)Explain Evolution of information systems. CO2:K3
9. a) Discuss about objectives of system? CO2: K3  
(OR)  
b) What is Mathematical models? Give example. CO3: K3

#### Part C

#### Answer any one of the following questions

3x12=36

#### Answer should not exceed 800 words

10. a)Explain the basic concepts of Major tools and techniques of BI CO1:K3  
(OR)  
b) Elucidate the concept of Business Intelligence Architectures. CO1:K4
11. a) Explicate the Business performance Management Methodologies CO2:K4  
(OR)  
b) Explain Decision support system and development of a decision support system. CO2:K3
12. a)Explain i)Dashboards ii) Scorecards CO2:K3  
(OR)  
b) Explain the Classes of Models? CO3:K3