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III Semester M.B.A. (Day / Evening) Degree Examination, May/June - 2025

MANAGEMENT

Business Intelligence

(CBCS Scheme 2019 onwards)

Paper : 3.7.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following each question carries **5** marks. **(5×5=25)**

1. Analyze the differences between Information and Intelligence.
2. Examine the kinds of business intelligence tools that are available and group them according to their users and functionalities.
3. Illustrate the application of the Business Intelligence Life Cycle in managing a marketing analytics project.
4. Discuss the differences between Target Databases and Data Marts in relation to BI implementation.
5. How will you use BI Dashboards to convey insights to Stakeholders who are not technical by utilising the storytelling idea.
6. Describe how a large organisation can overcome BI implementation challenges by implementing data standardisation.
7. Evaluate how well Enterprise Business Intelligence aids in the decision - making of information workers.

SECTION - B

Answer any **Three** questions from the following each question carries **10** marks.**(3×10=30)**

8. Evaluate the business role of BI in maximizing value from existing business systems using a relevant industry example.
9. Examine critically how corporate sponsorship contributes to the creation of an affordable, enterprise - friendly BI solution.

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10. Assess the BI architecture's elements and how they affect scalability and performance in practical applications.

11. Analyse how Artificial Intelligence (AI) and Natural Language Processing might affect corporate intelligence tools in the future.

SECTION - C

12. **Compulsory Case Study :** **(1×15=15)**

With more than 100 locations nationwide, Orion Retail Pvt. Ltd. is a mid - sized retail business. The business has had trouble in recent years obtaining timely insights regarding inventory turnover, client purchasing trends, and sales success. Their current reporting was error - prone and reliant on spreadsheets.

To make data collection, reporting, and decision - making more efficient, management made the choice to purchase a business intelligence platform. After evaluating a number of BI packages, they ultimately decided on a solution from one of the "Big Four" BI providers. Sales, inventory, and Customer Relationship Management (CRM) systems were all integrated into the new platform. A central data warehouse, regional data marts, and role - based dashboards for functional managers were all part of the architecture.

As the deployment went on, they ran into problems like delayed real - time data updates, inconsistent data formats across departments, and a lack of user training. However, the business claimed better inventory management, quicker decision cycles, and increased forecasting accuracy after deployment.

Questions :

a) Identify the key BI components used by Orion Retail and explain how each contributed in solving the company's initial problems.

b) Examine the difficulties encountered when Orion Retail implemented BI. What tactics might have been applied to successfully resolve these problems?

c) Explore how the central Data warehouse and regional Data marts of the BI platform's architecture facilitate scalable and role - specific decision - making throughout the organisation. Was this design decision successful? Give evidence to support your response.

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