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Reg. No. | | | | | | | | |

III Semester M.B.A. (Day & Evening) Degree Examination June/July - 2024

MANAGEMENT

Business Intelligence

(CBCS Scheme 2019 Onwards)

Paper : 3.7.1

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

SECTION - A

Answer any Five questions. Each question carries 5 marks. (5×5=25)

1. Define Business Intelligence. What are its benefits to organization?
2. Describe the evolution of Business Intelligence.
3. Explain the concept of BI platform. How does it facilitate the functioning of an organization?
4. List out the business intelligence challenges facing entrepreneur.
5. Define Dashboard. How does a Dashboard help in monitoring the performance of an organization?
6. Write Short notes on a) Data Warehouse b) e-commerce.
7. What is data storytelling? Discuss the role of data dashboards in data storytelling.

SECTION - B

Answer any Three questions. Each question carries 10 marks. (3×10=30)

8. Briefly explain the various stages of Business Intelligence project Development.
9. Explain the process of business intelligence life cycle with an example.
10. Explain how business intelligence makes companies competitive with a Real-World example.
11. Explain the concept of cyber security. Why should the companies invest in cyber security?

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SECTION - C

12. Compulsory Question. (1×15=15)

CASE STUDY

Zi health, the longest healthcare provider in Asia, has more than 50,000 employees, hospitals, many number of clinics and nursing homes, and a visiting nurse association that deals with millions of patients records. Zi's traditional reporting tools were inadequate to handle the growing data, and they were faced with the challenge of finding a BI tool that could handle large data sets effortlessly, quickly and with a much deeper analytic capability.

At Zi, many of the calculations are now done on Tableau, primarily pulling the data from the oracle database into excel and importing the data into Tableau. For many of the monthly analytic reports, data is directly extracted into Tableau from the data warehouse; many of the data queries are saved and rerun, resulting in time savings when dealing with millions of records- each having more than 40 fields per record. Besides speed, Zi also uses Tableau to merge different tables for generating extracts. Using Tableau, Zi can analyse emergency room data to determine the number of patients who visit more than 10 times a year. The data often reveal that the people frequently use emergency room and ambulance service inappropriately for stomach aches, headaches and fevers. Zi can manage resource utilizations- the use and cost of supplies- which will ultimately lead to efficiency and standardization of supplies management across systems.

Zi now has its own business intelligence department and uses Tableau to compare itself to other hospitals across the country comparisons are made on various aspects, such as length of patient stay, hospital practices, market shares and partnerships with doctors.

Questions:

a) According to you, How did the reporting tool facilitated management of Data ?

b) Discuss the relevance of Tableau in the case ?