


<b>Name:</b> <b>Enrolment No:</b>			
<p style="text-align: center;"><b>UPES</b>  <b>End Semester Examination, May 2025</b></p> <p> <b>Course: Business Intelligence</b>  <b>Program: M.Tech (CSE)</b>  <b>Course Code: CSDS 7004</b> </p> <p style="text-align: right;"> <b>Semester: 2</b>  <b>Time : 03 hrs.</b>  <b>Max. Marks: 100</b> </p> <p><b>Instructions:</b> Please attempt according to the time provided and given weightage.</p>			
<b>SECTION A</b> <b>(5Qx4M=20Marks)</b>			
S. No.		Marks	CO
Q 1	Differentiate scorecards and dashboards in business intelligence. In what situations would a company choose a scorecard over a dashboard?	4	CO3
Q 2	Discuss different metadata models and explain how metadata models improve data governance.	4	CO2
Q 3	Describe the benefits of using a phased and incremental roadmap in BI implementation.	4	CO4
Q 4	How can the success of a BI solution be measured? Discuss with examples.	4	CO1
Q 5	Discuss how emerging technologies such as AI and machine learning impact BI solutions	4	CO1
<b>SECTION B</b> <b>(4Qx10M= 40 Marks)</b>			
Q 6	Differentiate between operational, tactical, and strategic reports in the context of Business Intelligence. How does each type of report support decision-making at various levels?	10	CO3
Q 7	Explain the concept of a phased and incremental roadmap in BI implementation. Discuss the advantages of each.	10	CO4
Q 8	Discuss the challenges in integrating BI tools with legacy systems. Explain how these challenges affect decision making. Or Describe the core components of Business Intelligence architecture. How does each component contribute to the overall functionality of BI systems?	10	CO2
Q 9	A logistics company wants to implement mobile BI but is concerned about data security. What measures would you take to ensure secure access to BI reports?	10	CO4
<b>SECTION-C</b> <b>(2Qx20M=40 Marks)</b>			

Q 10	Discuss the different types of BI reports with their characteristics and purpose. Describe the steps involved in creating a report, from data selection to visualization.	<b>20</b>	<b>CO3</b>
Q 11	<p>Explain the concept of metadata within the context of Business Intelligence (BI). What are the different types of metadata commonly used in BI systems, and how do metadata models contribute to improved data governance, enhanced usability, and efficient report development?</p> <p style="text-align: center;">Or</p> <p>Explain how a Business Intelligence solution can be designed and implemented to support the retail chain's expansion strategy. Include aspects of data warehousing, dashboards, predictive analytics, and reporting.</p>	<b>20</b>	<b>CO2</b>