Roll No: | | | | | | | | | | | |

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: IST3412 **Course Name:** Business Intelligence and Data Analytics

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2	CO3
Marks	48	40	2

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	State any two ways in which Information Systems support managerial decision-making.	2	CO1	BT1
2	Differentiate between Clickstream Analysis and Competitive Intelligence Analysis based on their purpose.	2	CO1	BT2
3	List the four phases of the decision-making process proposed by Simon.	2	CO1	BT1
4	Discuss any two components of a Decision Support System (DSS) and mention their purpose.	2	CO1	BT2
5	State the main purpose of the Choice Phase in the decision-making process.	2	CO3	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	**Explain the role of Business Intelligence and Business Analytics in supporting organizational decision-making. Discuss the major components of a Business Intelligence framework and explain how Big Data Analytics, Clickstream Analysis, and Competitive Intelligence Analysis can be used to improve business performance.**	10	CO1	BT4
7	Examine the evolution of computerized decision support from early decision-support frameworks to modern Business Intelligence systems. Discuss how the major elements of a Business Intelligence framework work together to transform organizational data into useful information for decision-making.	10	CO1	BT4

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Describe the concept of Decision Support Systems (DSS) in detail. Discuss the major capabilities and components of DSS, and examine the different classifications of DSS with suitable examples.	10	CO2	BT2
9	Assess the suitability of different types of Decision Support Systems for managerial decision-making. Discuss the major DSS classifications and show how the appropriate type of DSS can be selected for different organizational situations, with suitable examples.	10	CO2	BT5

PART D: Answer Any 1 Following Questions. 10 M

PTO (Please Turn Over)

Q.N.	Questions	M	CO	BT
10	A business organization collects large volumes of data from its customers, websites, and market sources. Discuss how Big Data Analytics, Clickstream Analysis, and Competitive Intelligence Analysis can be used to convert this data into meaningful business insights. Include suitable metrics and practical applications.	10	CO1	BT4
11	Examine the evolution of computerized decision support from early decision-support frameworks to modern Business Intelligence systems. Discuss how the major elements of a Business Intelligence framework work together to transform organizational data into useful information for decision-making. A company is facing a decline in sales and needs to identify the reasons before taking corrective action. Using the four phases of the decision-making process, demonstrate how management can identify the problem, develop alternatives, select an appropriate solution, and put it into action.	10	CO1	BT3

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Assess the suitability of different types of Decision Support Systems for managerial decision-making. Discuss the major DSS classifications and show how the appropriate type of DSS can be selected for different organizational situations, with suitable examples.	10	CO2	BT5
13	Explain all the components of DSS with proper block diagram. What is the need of Model Management System ?	10	CO2	BT2