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Register Number:

DATE: 18-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**UG – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in January-March 2022)**

**BC OE2: Business Intelligence**

Time- 2 hrs Max Marks-60

**This paper contains 2 printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. Mention four components of Micro environment
2. State the meaning of Artificial Intelligence.
3. What are core competencies of business? Give two examples.
4. State the meaning of the following: a) Mixed economy b) Liberalisation
5. Mention any four Cybercrimes**.**
6. Give the meaning ofProbability and non-probability sampling.

**Section B**

**II.** Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. Briefly explain the need of Business Intelligence.
2. Differentiate between Data and Information.
3. What is environmental scanning? Explain the techniques of environmental scanning.
4. Explain the concept of political environment for business.
5. What is ‘Review of literature’. Enumerate the significance of review of literature.

**Section C**

**III.** Answer ***any two*** of the following (**10 x 2 = 20 marks)**

1. How does socio-cultural environment affect business decision-making? Give a brief account of the nature of the social culture environment prevailing in India
2. Enumerate the characteristics of Business Research, Explain any Four types of Research.
3. Define Business Intelligence with relevant examples. Explain the key advantages of business intelligence system.

**Section D**

**IV. Answer the following (15marks)**

1. **Case study**

Stiff competition

“Vijay Auto” one of the leading automobile companies in India, lost market share to its competitor Hero Honda in the late 1990’s. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as a research Analyst of Vijay Auto.

Questions:

1. State the sources through which Vijay Auto can obtain primary data. (10 marks)
2. Prepare a hypothetical research report for the above case? (5marks)