



Name:  
Enrolment No:

**UPES**  
**End Semester Examination, December 2024**

**Course:**  
**Program:**  
**Course Code:**

**Semester:**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q1	Which of these is a key benefit of BI tools in healthcare? A) Enhancing fraud detection B) Improving patient care and resource allocation C) Developing new treatment protocols D) Increasing the number of hospital branches	2	
Q2	What is Business Intelligence primarily used for? A) To generate random business ideas B) To analyze data for better decision-making C) To create new products D) To automate business operations	2	
Q3	Which of the following is an example of tacit knowledge? A) A documented sales report B) A manager's intuition about market trends C) A step-by-step instruction manual D) A database of customer transactions	2	
Q4	What does the Combination phase in the SECI model involve? A) Sharing tacit knowledge through observation B) Applying explicit knowledge to real-world scenarios C) Merging various explicit knowledge sources D) Converting tacit knowledge into explicit knowledge	2	
Q5	Which of these is a key benefit of BI tools in healthcare? A) Enhancing fraud detection B) Improving patient care and resource allocation C) Developing new treatment protocols D) Increasing the number of hospital branches	2	

Q6	In the SECI model, which phase is described as "applying explicit knowledge to real-world situations"? A) Combination B) Internalization C) Externalization D) Socialization	2	
Q7	What is the focus of Competitive Intelligence (CI)? A) Tracking market trends and competitor strategies B) Improving internal employee collaboration C) Optimizing operational processes within an organization D) Automating marketing campaigns	2	
Q8	How can BI tools assist in fraud detection in financial institutions? A) By storing customer transaction history B) By identifying unusual patterns in transaction data C) By reducing customer complaints D) By providing customer rewards	2	
Q9	A coffee shop chain uses BI to decide which cities to target for expansion. What type of analysis is this? A) Data Mining B) Descriptive Analytics C) Predictive Analytics D) Externalization	2	
Q10	What is the role of Business Intelligence in decision-making? A) To guess customer preferences B) To derive insights from data for informed decisions C) To replace managers in decision-making D) To collect data from social media only	2	
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 1	Explain the concept of knowledge management and its importance in BI systems.	5	CO4
Q 2	Explain how Business Intelligence enhances decision-making in organizations.	5	
Q 3	How does data warehousing contribute to effective Business Intelligence?	5	
Q 4	Explain the role of dashboards and reports in improving organizational performance?	5	

**SECTION-C**  
**3Qx10M=30 Marks**

Q 1	<p>Explain the SECI Model of Knowledge Conversion. How does it contribute to Knowledge Management in Business Intelligence?</p> <p>(Answer should include all four stages: Socialization, Externalization, Combination, and Internalization, with examples.)</p>	<b>10</b>	<b>CO5</b>
Q 2	<p>Discuss the role of Business Intelligence in improving decision-making. Provide examples of how organizations use BI tools to gain competitive advantage.</p> <p>(Answer should focus on the types of BI tools and how they are used in practice, such as dashboards, reporting tools, and data mining.)</p>	<b>10</b>	
Q 3	<p>Differentiate between tacit and explicit knowledge. Why is it important for organizations to manage both types of knowledge in Business Intelligence systems?</p> <p>(Answer should explain the key differences between tacit and explicit knowledge and why both are essential for effective BI systems.)</p>	<b>10</b>	

**SECTION-D**  
**2Qx15M= 30 Marks**

Q 1	<p>With reference to Max Hospital, analyze the impact of Business Intelligence on improving operational efficiency and patient care?</p>	<b>15</b>	<b>CO2</b>
Q 2	<p>Propose a strategy for implementing Business Intelligence in a regional coffee shop chain looking to expand. Include data collection, analysis, and visualization techniques.</p>	<b>15</b>	