Roll No. Total No. of Pages : 02

Total No. of Questions: 18

B.Tech.(CSE/IT) (2011 Onwards E-II) (Sem.-7,8)

BUSINESS INTELLIGENCE Subject Code: BTCS-908

M.Code: 71900

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Define the following:

- 1. Differentiate between OLTP and OLAP systems...
- 2. What is Support Vector Wachine?
- 3. List the legal and ethical limits of BI software.
- 4. State the uses of BI in crime management.
- 5. What is meant by CRM?
- 6. What are the uses of mining in banking industry?
- 7. Distinguish between private and public intelligence?
- 8. What is K-Nearest Neighbor classification technique?
- 9. What are Balanced Scorecards?
- 10. What are Genetic Algorithms?

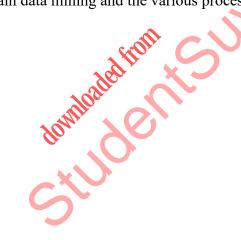
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SECTION-B

- 11. Differentiate between ER modelling and Multi-dimensional modelling with suitable examples.
- 12. What is snow flake scheme? Give an example.
- 13. Write short note on data mining tools.
- 14. Explain virtual data warehouse with an example.
- 15. Write short note on Meta data models.

SECTION-C

- 16. Explain in detail the extract/transform/load (ETL) design of an automated warehouse.
- 17. Explain the role of BI in healthcare industry.
- 18. Explain data mining and the various processes of data mining.



NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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