

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 Machine?
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?

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.