B.Tech.(CSE/IT) (2012 to 2017 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) OLTP

2) Applications of BI

3) Data Cleaning

4) Data Transformation

5) Data Profiling

6) OLAP

7) Fact

8) Attributes

9) Business Metrices

10) BI Process

SECTION-B

11) Differentiate between clustering and classification.

12) What is Data Integration? Also explain its advantages.

13) Discuss in detail the architecture of data warehouse.

14) What are the data models? Differentiate between them.

15) Describe the Bayesian classification method.

SECTION-C

16) Explain the KDD process in detail.

17) Explain data cubes and its operations in detail.

18) Write a note on enterprising reporting and balances scorecards.

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.