

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

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 Metrics
- 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.**