



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

InSem Examination-II Summer2025	
Exam Seat No.:	
Academic Year:2024-2025	Semester: VI
Class: TY	Program: B.Tech
Branch Code: ADS	Pattern:2022
Name of Course: Business Intelligence and Analytics	Course Code:ADS223011
Max. Marks:30	Duration:1.15 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 01 page.
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Marks CO

Question No. 1

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|---|-----|-----|
| 1 a) Explain a Framework for Business Intelligence with suitable diagram. | (4) | CO1 |
| 1 b) Explain Decision Support Systems Capabilities. | (3) | CO1 |

Question No. 2

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| 2 a) What is Business Analytics? Explain classification of Business Analytics in detail. | (4) | CO1 |
| 2 b) Explain Decision Support Systems Components. | (4) | CO1 |

Group OR

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|---|-----|-----|
| 2 c) Explain The Concept of Decision Support System. | (4) | CO1 |
| 2 d) What is the role of Information Systems Support for Decision Making? | (4) | CO1 |

Question No. 3

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|---|-----|-----|
| 3 a) Explain in detail Key Elements in Model Presentation. | (4) | CO2 |
| 3 b) Explain Modelling using Logical Structures-Ontology with example | (3) | CO2 |

Question No. 4

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| 4 a) Explain Modelling using graph structure: Business process model and notation | (4) | CO2 |
| 4 b) Explain Modelling using Bayesian probabilistic structure. | (4) | CO2 |

Group OR

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|--|-----|-----|
| 4 c) Explain Modelling using analytical structure. | (4) | CO2 |
| 4 d) What is the Role of time and Data Quality in data generation? | (4) | CO2 |

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