

Nov - 2016

Total No. of Questions : 10]

SEAT No. :

P2053

[Total No. of Pages : 2

[5059]-658

B.E. (Computer)

BUSINESS ANALYTIC AND INTELLIGENCE

(2012 Pattern) (Elective - IV) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Neat diagrams must be drawn wherever necessary.
- 2) Figures to the right side indicate full marks.
- 3) Assume Suitable data if necessary
- 4) Solve Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.

Q1) a) Describe the role of Business Intelligence in making a business successful. [5]

b) Explain the process of Decision making in Business Intelligence System. [5]

OR

Q2) a) Explain various data visualization techniques in Decision Support System. [5]

b) What are the obstacles to Business Intelligence in an Organization? [5]

Q3) a) Explain "Predictive Business Analytics" in detail. [5]

b) What is concept hierarchy? Explain its importance in multidimensional cube. [5]

OR

Q4) a) Explain the distributed data warehouse architecture with suitable diagram. [5]

b) Explain "Fact constellation schema" with suitable example. [5]

Q5) a) What is the need of data pre-processing? Explain various data cleaning techniques. [5]

b) Explain the methods of measuring central tendency of data with example. [6]

P.T.O.

- c) What is data normalization in data pre-processing? Explain following data normalization methods with example: [6]
- i) Min-Max normalization
 - ii) Z-score normalization

OR

- Q6)** a) What are outliers? Explain various types of outliers with suitable example. [6]
- b) Explain clustering based methods of outlier detection with examples. [6]
- c) What is OLAP? Explain Roll-up and Slice operations with example. [5]

- Q7)** a) Explain Business Intelligence Infrastructure with suitable diagram. [6]
- b) Explain the need of Scalability in Business Intelligence infrastructure. [6]
- c) What is business continuity? Explain various operations involved in it. [5]

OR

- Q8)** a) What is Business Intelligence System? Explain various steps of designing It. [6]
- b) Explain the concept and importance of maintaining Business Intelligence systems. [6]
- c) What are the challenges involved in implementing BI infrastructure? [5]

- Q9)** a) Explain the need and role of BI in improving various business functionalities. [6]
- b) Write a short note on [6]
- i) Business Analytic
 - ii) CRM
- c) Explain the application of business intelligence for detection of intrusion in network system. [4]

OR

- Q10)** a) Explain the application of Business Intelligence in banking. [8]
- b) Consider the database of an online retail Shoppe like Big Bazar. Use suitable business intelligence techniques and derive discounts for various items in the shop, for a particular week, to increase the profitability. Explain the techniques used for the same. [8]

