

Total No. of Questions : 10]
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SEAT No. :
[Total No. of Pages : 3

B.E. (Computer Engineering)
BUSINESS ANALYTIC AND INTELLIGENCE
(2012 Pattern) (Semester -II) (Elective-IV (A))
(End Sem.) (410452A)

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 Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8, Q.9 or Q.10.

Q1) a) Explain Business Intelligence Cycle with suitable diagram. [5]

b) What are the factors responsible for successful Business Intelligence project. [5]

OR

Q2) a) Explain Decision Support System with its limitations. [5]

b) Explain any one application of Decision Support System in detail. [5]

Q3) a) Explain the data warehouse architecture with its components. [5]

b) Differentiate between Snowflake schema and Fact Constellation (Galaxy) Schema with suitable example. [5]

OR

Q4) a) Describe top down approach for designing Data warehouse. [5]

b) Explain the Extract-Transform-Load (ETL) process. [5]

Q5) a) What is the need of data pre-processing? Explain various data transformation techniques. [6]

b) Explain concept hierarchy generation for categorical data. [5]

c) Explain HOLAP and DOLAP in detail. [6]

OR

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Q6) a) Explain clustering-based outlier analysis. [6]

b) Suppose that the data for analysis includes the attribute age. The age values for the data tuples are (in increasing order)
13, 15, 16, 16, 19, 20, 21, 22, 22, 25, 25, 25, 25, 30, 33, 33, 35, 35, 35, 36, 40, 45, 46, 52, 70. [6]

i) What is the mean of the data?

ii) What is the mode of the data? Comment on the data's modality (i.e., bimodal, trimodal, etc.)

iii) Give the five-number summary of the data.

c) Discuss different methods for handling noisy data in the data cleaning process. [5]

Q7) a) Explain the important factors to consider while planning for availability of Business Intelligence system. [8]

b) Write short note on business continuity. [5]

c) Explain the term "Resilience" in the context of business continuity. [4]

OR

Q8) a) Explain Security Management in terms of Business Intelligence infrastructure. [6]

b) Explain the usage of Business Intelligence tools to handle Business Intelligence Infrastructure. [6]

c) Explain steps in designing business Intelligence system. [5]

Q9) a) Explain Business Analytics with suitable example. [6]

b) Assume a suitable banking database and use appropriate Business Intelligence technique to classify whether the customer is eligible to get the loan or not. [6]

c) How Business Intelligence is applied in CRM? [4]

OR

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Q10)

Explain the applications of Business Intelligence in:

- a) Fraud Detection.
- b) Telecommunications.
- c) Market Basket Analysis.

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[5]

[5]

[6]

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