

Total No. of Questions : 10]

SEAT No. :

P3232

[Total No. of Pages : 2

[5354]-688

B.E. (Computer Engineering)

BUSINESS ANALYTIC AND INTELLIGENCE (Elective - IV(A))

(2012 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8 and Q9 or Q10.*
- 2) *Figures to the right indicate full marks.*

Q1) a) Explain components of business intelligence system in detail. [5]

b) Differentiate data, information and knowledge with example. [5]

OR

Q2) a) Explain "Predictive business analytics" technique in detail. [5]

b) Mathematical modeling plays important role in business intelligence. Comment. [5]

Q3) a) Explain components of decision support system with diagram. [5]

b) Explain various data mining techniques in decision support system. [5]

OR

Q4) a) Explain OLAP operations with example [5]

b) What is materialized view and snapshot materialized view. Explain with example. [5]

Q5) a) What are outliers? Explain various types of outliers with suitable example. [10]

b) Explain various data cleaning techniques with example. [7]

OR

P.T.O.

- Q6)** a) Explain KNN distance based method of outlier detection with example. [10]
b) Design star schema for inventory control system by considering following dimension list (Assume MOLAP technology) [7]
Time, Item, Branch & Location
- Q7)** a) Explain the concept of business Intelligence infrastructure. Explain and draw suitable diagram for BI infrastructure requirements [10]
b) Explain various BI operations required for business continuity. [7]
- OR
- Q8)** a) Explain designing of business intelligence in detail. [10]
b) Explain business intelligence scalability and availability. [7]
- Q9)** a) Explain following business analytical techniques in detail. [10]
i) Descriptive
ii) Prescriptive
b) Explain application of business intelligence for marketing. [6]
- OR
- Q10)** a) Explain the application of business intelligence in [10]
i) CRM
ii) ERP
b) Explain BI application in fraud detection. [6]

