Roll No.

Total No. of Questions : 18

Total No. of Pages : 02

B.Tech.(CSE/IT) (2011 Onwards 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. Differentiate between OLTP and OLAP systems..
- 2. What is Support Vector Machine?
- 3. List the legal and ethical limits of BI software.
- 4. State the uses of BI in crime management.
- 5. What is meant by CRM?
- 6. What are the uses of mining in banking industry?
- 7. Distinguish between private and public intelligence?
- 8. What is K-Nearest Neighbor classification technique?
- 9. What are Balanced Scorecards?
- 10. What are Genetic Algorithms?

#### **SECTION-B**

- 11. Differentiate between ER modelling and Multi-dimensional modelling with suitable examples.
- 12. What is snow flake scheme? Give an example.
- 13. Write short note on data mining tools.
- 14. Explain virtual data warehouse with an example.
- 15. Write short note on Meta data models.

### **SECTION-C**

- 16. Explain in detail the extract/transform/load (ETL) design of an automated warehouse.
- 17. Explain the role of BI in healthcare industry.
- 18. Explain data mining and the various processes of data mining.

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.