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Total No. of Questions : 18

B.Tech.(CSE/IT) (2012 to 2017 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) OLTP
- 2) Applications of BI
- 3) Data Cleaning
- 4) Data Transformation
- 5) Data Profiling
- 6) OLAP
- 7) Fact
- 8) Attributes
- 9) Business Metrics
- 10) BI Process

SECTION-B

- 11) Differentiate between clustering and classification.
- 12) What is Data Integration? Also explain its advantages.
- 13) Discuss in detail the architecture of data warehouse.
- 14) What are the data models? Differentiate between them.
- 15) Describe the Bayesian classification method.

SECTION-C

- 16) Explain the KDD process in detail.
- 17) Explain data cubes and its operations in detail.
- 18) Write a note on enterprising reporting and balances scorecards.

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.