Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 02

Total No. of Questions : 18

B.Tech. (CSE/IT) (2012 to 2017 E-II)   (Sem.–7)
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

Write briefly :

1. What is meant data mining?

2. How to implement the business intelligence?

3. Write the characteristics of data warehouse.

4. What is meta-data model?

5. What are dashboards?

6. What is Crypto Analysis?

7. Differentiate between text mining and spatial mining.

8. Critically comment on the inferences of ETL.

9. Can BI used for DM? Or vice versa? Justify.

10. Define support of rule and confidence of rule.

SECTION-B

11. Write short note on Transformation.

12. What is association rule mining? List various rules of association rule mining based on the dimensions of data involved in the rule set.

13. Explain the various modern techniques of crypt analysis.

14. Write short note on Genetics application development using data mining.

15. Write short note on K-Nearest Neighbor classification technique.

SECTION-C

16. Explain the data mining techniques used in neural networks with special reference to decision trees.

17. Describe in detail data warehouse architecture and its components with neat sketch.

18. Explain in detail Multi-dimensional Modeling. Also explain various attributes and types of schema.

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.