Code No. 5094

FACULTY OF MANAGEMENT
M.B.A. II – Semester Examination, July 2014

Subject : Decision Support Systems
Course No. : 2.7

Time : 3 hours   **Max. Marks : 80**

Note : Answer all questions.
PART – A (10 x 2 = 20 Marks)

1   Write short notes on the following :
- a) Architecture of D.S.S.
- b) Resource pooling
- c) Muddling
- d) Synergy
- e) Drill down
- f) Model of EIS
- g) Inference engine
- h) Knowledge assets
- i) Data mart
- j) Data mining

PART – B (5 x 12 = 60 Marks)

2   a) Distinguish between structured and unstructured decisions. Explain the phases in the decision making process.

OR

- b) What do you mean by decision analysis approach? Explain the conceptual model of DSS.

3   a) Describe the hardware requirements of DSS. Discuss the model management component of DSS.

OR

- b) Explain DSS tools. Describe the activities in the implementation of DSS.

4   a) Discuss the distributed DSS technology and its functions.

OR

- b) What is a group decision support system? How distributed GDSS can enhance group decision making?

5   a) What are the business benefits of using artificial intelligence technology? What are intelligent agents?

OR

- b) Distinguish between artificial intelligence and natural intelligence.

6   a) Where data mining fits in with data warehousing? Describe the data visualization tools.

OR

- b) What are the characteristics of data warehouse? Discuss the commonly used data mining techniques.

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