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

Total No. of Questions : 18

B.Tech.(CSE/IT) (2011 Onwards E-II)   (Sem.–7,8)
BUSINESS INTELLIGENCE
Subject Code : BTCS-908
Paper ID : [A2990]

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. Association Rule Mining

2. Role of Business Intelligence

3. Cubes

4. Clustering

5. OLAP

6. Framework

7. Snowflake

8. Data Integration

9. Business Metrics

10. Business Intelligence Process

SECTION-B

11. What are the roles and responsibilities of Business Intelligence?

12. Explain Business Intelligence Infrastructure components.

13. Describe Association Rule Mining in detail.

14. Explain the concept of dashboards and balanced scorecard.

15. Write a note on ETL.

SECTION-C

16. What is Data Mining? Explain decision tree in detail.

17. What are Business metrics and KPIs in multi-dimensional data modeling?

18. Explain the concept of Data Integration in detail.