

**I.M.C.A. SEM-VI (2014 Course) CBCS : SUMMER - 2019**

**SUBJECT : BUSINESS INTELLIGENCE**

Day : Tuesday  
Date : 30/04/2019

**S-2019-2134**

Time : 10.00 AM TO 01.00 PM  
Max. Marks : 100

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**N.B. :**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Answers to both the sections should be written in **SAME** answer books.
  - 3) Figures to the **RIGHT** indicate **FULL** marks.
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**SECTION – I**

- Q.1** Explain the role of computerized decision support in business environment. (15)
- Q.2** Explain the users and benefits of a data warehouse. (15)
- Q.3** What is data mart? Explain top-down and bottom-up approaches of building a data mart. (15)
- Q.4** Define business intelligence. Explain process and framework of business intelligence. (15)
- Q.5** What is the need of cluster analysis? Explain types of cluster analysis methods. (15)
- Q.6** Explain the three tier architecture of a data warehouse. (15)
- Q.7** Write short notes on **ANY TWO** of the following. (15)
- a) Need for Data Mining.
  - b) KDD process.
  - c) Functionality of BI tools

**SECTION – II**

- Q.8** Explain the need and operations of OLAP with example. (20)
- Q.9** Explain decision tree induction algorithm with suitable example. (20)
- Q.10** Explain various types of data in cluster analysis with example. (20)

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