

**I.M.C.A. SEM–VI (2014 COURSE) CBCS : SUMMER - 2018**

**SUBJECT: BUSINESS INTELLIGENCE**

Day : **Saturday**  
Date : **28/04/2018**

**S-2018-1769**

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 attempt any **TWO** questions from Section - II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answers to both the sections should be written in **SEPARATE** answer book.
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**SECTION – I**

- Q.1** What are the needs, objectives and techniques used in data preprocessing? (15)
- Q.2** Explain the need and different operations on OLAP. (15)
- Q.3** BI is important in decision making process. Justify with suitable example. (15)
- Q.4** What is market basket analysis, and why it is needed? (15)
- Q.5** State and explain in detail different issues in classification and prediction. (15)
- Q.6** Association rule mining is used for knowledge discovery. Explain with suitable example. (15)
- Q.7** Draw and explain the architecture of data warehouse. (15)

**SECTION – II**

- Q.8** Explain in detail data warehouse schemes: (20)
- a) Star schema
  - b) Snow flake schema
  - c) Fact constellation schema
- Q.9** What are major clustering methods, explain K-means method in detail? (20)
- Q.10** What are reasons for creating data marts? Explain different components of data mart (20)

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