M.B.A. (IT) SEM- IV (2012 COURSE)(CHOICE BASED CREDIT SYSTEM) : SUMMER - 2018

SUBJECT : ELECTIVE – VII : BUSINESS INTELLIGENCE TECHNOLOGIES (ITM)

Day : **Tuesday** **S-2018-1970** Time: **02.00 PM TO 05.00 PM**
Date : **05/06/2018** Max. Marks: 100

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 books.

SECTION - I

Q. 1 Compare Operational Database System and Data Warehouse. **(15)**

Q. 2 What is the need and objectives of Data PreProcessing? Explain in brief various techniques of Data PreProcessing. **(15)**

Q. 3 What is Data cleaning? Explain various techniques of Data cleaning. **(15)**

Q. 4 What is Business Intelligence? List and explain various tools in Business Intelligence. **(15)**

Q. 5 Explain Apriori Algorithm for finding frequent item sets with suitable example. **(15)**

Q. 6 Write short notes on **ANY THREE** of the following: **(15)**

a) Data Marts
b) Tree Pruning
c) OLAP Servers
d) Market Basket Analysis

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SECTION - II

Q. 7 An insurance company wants to build a data warehouse. Suggest the design for the same by making suitable assumptions. **(20)**

Q. 8 Explain the terms neighbourhood, core object, density connected and density reachable object with reference to DBSCAN. **(20)**

Q. 9 Explain data mining application in banking. **(20)**

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