

**M.B.A. (IT) SEM- IV (2012 COURSE)(CHOICE BASED
CREDIT SYSTEM) : WINTER - 2017**

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

Day : **Tuesday** Time: **02.00 PM TO 05.00 PM**
Date : **19/12/2017** **W-2017-1854** 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.
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SECTION - I

- Q. 1** What is Data Warehouse? Explain three tier architecture of a Data Warehouse with suitable diagram. (15)
- Q. 2** What is Business Intelligence? List and explain various tools in Business Intelligence. (15)
- Q. 3** What is Data PreProcessing? Explain various techniques used for Data PreProcessing. (15)
- Q. 4** Explain with suitable example mining frequent patterns using FP tree. (15)
- Q. 5** Explain in detail process of data cleaning. (15)
- Q. 6** Write short notes on **ANY THREE** of the following: (15)
- a) Data Marts
 - b) OLTP Vs OLAP
 - c) Market Basket Analysis
 - d) Data Mining Software WEKA

SECTION - II

- Q. 7** Explain the use of clustering by Banks in detecting credit card frauds, use any one of the techniques of clustering. Use suitable example. (20)
- Q. 8** Explain different classification methods used in data mining. (20)
- Q. 9** How data mining can be useful in understanding customer behavior and launch new financial products in Banking sector. Explain with suitable example. (20)

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