P3661

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B.E. (Computer Engineering)
BUSINESS ANALYTIC AND INTELLIGENCE
(2012 Course) (Semester - II) (Elective - IV (A)) (410452 A)

Time : 2½ Hours]　　　　　　　　　　　　　　　　　　　　　　　*[Max. Marks : 70*
Instructions to the candidates:
　　1)　Neat diagrams must be drawn wherever necessary.
　　2)　Figures to the right side indicate full marks.
　　3)　Assume Suitable data if necessary
　　4)　Solve Q1 or Q2, Q3 or Q4, Q5 or Q6 Q7 or 08, Q9 or Q10.

Q1) a)　Explain the difference between Predictive Business Analytics and Descriptive Business Analytics. **[5]**

　　b)　How Decision Support System and Business Intelligence are related?**[5]**

OR

Q2) a)　Write short note on: Materialized View. **[4]**

　　b)　Explain with suitable example Data, Information and Knowledge. **[6]**

Q3) a)　Explain the following terms in context with the dimensional modeling:**[5]**

　　　　i)　Measure Attribute

　　　　ii)　Galaxy Schema

　　b)　Explain top-up approach for designing Distributed Data warehouse **[5]**

OR

Q4) a)　Explain Business Intelligence architecture with suitable diagram. **[5]**

　　b)　Differentiate between Star schema and Snowflake Schema with suitable example. **[5]**

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Q5) a) Use the two methods below to normalize the following group of data:**[6]**

20, 74, 30,35, 40, 60, 80, 56. 11

i) min-max normalization by setting min = 0 and max = 1

ii) z-score normalization

iii) Decimal Scaling Normalization

b) Explain concept hierarchy generation for categorical data. **[5]**

c) What is OLAP ? Explain Drill down and Pivot operations with example. **[6]**

OR

Q6) a) Explain Proximity-based outlier analysis. **[5]**

b) What is the need of data pre-processing? Explain various data integration techniques. **[6]**

c) Discuss different methods for handling missing value in data cleaning process. **[6]**

Q7) a) Explain the important factors to consider while planning for scalability of Business Intelligence system. **[8]**

b) Explain Performance tuning in terms of Business Intelligence infrastructure. **[5]**

c) Explain the term" Contingency" in the context of business continuity.**[4]**

OR

Q8) a) Write short note on Business Continuity? **[6]**

b) Explain Capacity Planning in terms of Business Intelligence infrastructure. **[6]**

c) Explain the process to maintain Business Intelligence systems. **[5]**

Q9) a) Explain Data Analytics with suitable example. **[6]**

b) Assume a suitable banking database and use appropriate Business Intelligence technique to classify to check the customer's eligibility for the loan disbursement. **[6]**

c) How Business Intelligence is applied in ERP? **[4]**

OR

*Q10)*Explain the applications of Business Intelligence in

a) Logistics and Production. **[5]**

b) CRM **[5]**

c) Share Market Analysis. **[6]**

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