

Total No. of Questions : 06]

SEAT No. :

P326

[Total No. of Pages : 2

APR.-16/BE/Insem-85

B.E. (Computer Engineering)

BUSINESS ANALYTIC AND INTELLIGENCE

(2012 Pattern) (Semester - II) (Elective - IV(a))

Time : 1 Hour]

[Max. Marks :30

Instructions to the candidates:

- 1) Solve Q1 or Q2, Q3 or Q4, Q5 or Q6.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Assume suitable data, if necessary.

- Q1)** a) What is Business Intelligence? Explain architecture of it. [4]
 b) Define and differentiate between operational data and transactional data. [4]
 c) Define the terms : [2]
 i) Information
 ii) Knowledge

OR

- Q2)** a) Explain how data analytics is beneficial, by considering the case study of an Educational institute. [4]
 b) Define Business Intelligence cycle and explain its various stages with suitable diagram. [4]
 c) List any two standard business intelligence tools popular in the market. [2]
- Q3)** a) Explain components of Decision support system (DSS). [4]
 b) Mention three main types of analysis which can be performed using any DSS system. [4]
 c) What forms the backbone of decision making process? [2]

OR

P.T.O.

