

Total No. of Questions : 8]

SEAT No. :

P2293

[5333] - 3007

[Total No. of Pages : 2

M.Sc. - II (Computer Science)
CS - 308 : BUSINESS INTELLIGENCE
(2013 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer five questions.*
- 2) *Figures to the right indicate full marks.*

- Q1)** a) Describe the need for BI integration. [4]
b) Explain how collaborative decision making works with respect to BI implementation. [4]
c) Define : BPM [2]
- Q2)** a) Explain the challenges associated with the implementations of Natural Language Processing (NLP). [4]
b) Explain any two steps in CRISP-DM process. [4]
c) "It is difficult to perform cost-benefit analysis of BI" comment. [2]
- Q3)** a) What are the different types of KPI'S. Explain any one in brief. [4]
b) Explain the applications of BPM. [4]
c) Give any 2 major difference between a traditional data warehouse and a real-time data warehouse. [2]
- Q4)** a) Describe the algorithm used in decision tree and how it helps in BI analytical approach. [4]
b) What is clickstream analysis? How is it useful in web mining? [4]
c) Define : Meta data [2]

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- Q5)** a) What are the different types of data warehouse? State the differences between them. [4]
b) Define web structure mining. Give the difference between structure mining and web content mining. [4]
c) List the benefits of Real-time data warehouse. [2]
- Q6)** a) What is the major difference between cluster analysis and classification? [4]
b) Explain six sigma in performance management methodology. [4]
c) What is Topcat? What does TopCat do? [2]
- Q7)** a) A company has installed automatic machines at different location in the country. The machines are required to be loaded physically with different items. The customer is provided with a menu using which he/she can select an item to be purchased. Can tender the necessary cost and the selected item will be given to the customer by automated machine. The company wants to control all these automated machines with minimum errors in operations and minimum down-time. Also, the possibility of unavailability of items in the machine should be reduced. Suggest a BI based solution for this problem. [5]
b) How a Balanced Score Card (BSC) align strategies and actions. [5]
- Q8)** a) What are the major factors that effect the decision making process in BI implementations? [5]
b) XYZ food company is the worlds largest producer and marketer of high-quality fresh fruit and produce. The fresh fruit devision was experiencing major performance issues in several of its mission-critical applications, which greatly hindered the ability to deliver on the company's promise to deliver fresh products. The mission-critical applications that supports the company's logistic functions include transportation, product tracking and trace ability from the xyz farms to distribution centres in the U.S. The goal is to deliver fresh products. Explain the business strategy solution that you will offer to the above case study. [5]

