

SPPU-BE-COMP-CONTENT – KSKA Git

Total No. of Questions : 8]

SEAT No. :

PB-2264

[Total No. of Pages : 2

[6263]-102

B.E. (Computer Engineering)

BUSINESS INTELLIGENCE

(2019 Pattern) (Semester - VIII) (410253C) (Elective-VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume Suitable data, if necessary.*

Q1) a) What are the important BI reporting practices? **[6]**

b) Discuss the importance of drill up, drill-down and drill-through capabilities in report preparation. **[6]**

c) Explain with examples the use of Data Grouping and sorting, Filtering is important in BI Reports **[5]**

OR

Q2) a) Explain the multi-dimensional Data Model with a suitable case study. What are the Advantages of Multi-Dimensional Data Model? **[6]**

b) What is importance of adding Conditional formatting and adding calculations in report **[6]**

c) How the business report helps any organization? **[5]**

Q3) a) Discuss the need for data pre-processing and any 2 techniques used. **[6]**

b) What is data transformation? Why it is needed? Explain at least 3 techniques. **[6]**

c) What is data reduction? Explain Dimensionality Reduction and Data Compression **[6]**

OR

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- Q4)** a) Define dirty data. What are the reasons of dirty data. [6]
b) Explain the working of binning with suitable example. [6]
c) What is Bivariate analysis? Why it is important. Discuss the different types with example? [6]

- Q5)** a) What is logistic regression? Discuss the types of logistic regression. [6]
b) How the classification and clustering are different. Discuss use with example. [6]
c) What is a decision tree? Explain with a case study. [6]

OR

- Q6)** a) What is the K-mean clustering? Explain the step-by-step working of the k-mean algorithm. [6]
b) What is the Apriori Algorithm? Discuss the applications of this algorithm with example. [6]
c) Define - Frequent item set, Minimum Support Count, Hierarchical Clustering, Regression. [6]

- Q7)** a) What are the advantages of Benefits of Business Intelligence in ERP.[5]
b) What is the role of Analytics in Business Intelligence? [6]
c) Write short note on WEKA, Rapid Miner. [6]

OR

- Q8)** a) Discuss the use of BI Applications in Logistics and Production: [5]
b) Justify BI is useful for Customer Relationship Management? [6]
c) Write short note on KNIME, BI and HR management. [6]
