Exam. Code: 0919
Sub. Code: 7912

1128

B.E. (Computer Science and Engineering)
Seventh Semester
Elective – II
CS-704C: Business Intelligence

Time allowed: 3 Hours   Max. Marks: 50

NOTE: Attempt <u>five</u> questions in all, including Question No. I which is compulsory and selecting two questions from each Unit.

x-x-x

I.   Attempt the following:-

   a) What are the measures to check performance of classifier?

   b) What are various perspectives of balanced scorecard?

   c) What are BI project team roles?

   d) How NoSQL is different from SQL?

   e) Explain the terms Business Intelligence and business analytics   (5x2)

UNIT – I

II. Explain how multidimensional data model is implemented on a relational DBMS. (10)

III. a) Explain ETL warehousing in detail.

   b) Explain BI technologies with real time examples.   (2x5)

IV. What is OLAP? What are benefits of OLAP tools in BI? Describe how OLAP is different from OLTP.   (10)

UNIT – II

V.   Explain the concepts of balanced scorecards and dashboards for enterprise reporting. Explain the measures in scorecards.   (10)

VI. For the following given transaction dataset generate rules using Apriori algorithm. Consider values as support=50% and confidence=75%

Transaction ID	Items purchased
1.	Bread, Cheese
2.	Bread Cheese, Eggs
3.	Bread, Juice, Milk
4.	Milk, Yogurt, Bread
5.	Cheese, Juice, Milk

(10)

VII. Write notes on:-
   a) Bayesian Classification
   b) K-nearest neighbour classification   (5,5)

x-x-x