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B.E. (Information Technology)
Sixth Semester
ITE-642/635: Business Intelligence

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt five 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) State any three methods for data cleaning.

b) Discuss the role of a data designer.

c) What is overfitting of data?

d) Give any two examples of text mining.

e) What is an 'aggregate' measure?

f) Name the different components of a business dashboard.

g) What is a false positive in classification process?

h) Differentiate between classification and prediction.

i) What is conditional class independence?

j) What is data profiling?   (10x1)

UNIT – I

II. Differentiate between the terms OLTP, OLAP and data mining. Provide an example of how these three technologies can be useful in Business Intelligence.   (10)

III. Describe the ETL process and name some tools that can be used in various stages of this process.   (10)

IV. Consider an organization that stores data related to its products, customers, vendors, geography, time, employees. Frequent analysis is required about the net sales (in monetary terms) per time, per customer category, per product type, per employee, per region, etc. Assume characteristics of each of .these perspectives and present a data model to depict this data. Also explain the reason for choosing your data model. (10)

P.T.O.

UNIT – II

V. Discuss the concept of a business dashboard and balanced scorecard. (10)

VI. Discuss approaches to mine association rules without candidate generation. What measures can be used to check the efficacy of such an approach. (10)

VII. Write short notes on:-

a) Distance measures in clustering

b) Decision Tree Induction (10)

x-x-x