1079
B. Engg. (Computer Science and Engineering)-7th Semester
(Elective-II)
CS-704C: Business Intelligence

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt *five* questions in all, including Q. No. I which is compulsory and selecting atleast two questions from each Section-A & B.

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1.	a.	Explain the terms Business Intelligence and business analytics	2x5
	b.	What are BI project team roles?	=10
	c.	What are the measures to check performance of classifier?	
	d.	What are various perspectives of balanced scorecard?	
	e.	How NoSQL is different from SQL?	

Section A

2.	List various types of OLAP servers. Describe various features of OLAP. Explain rollup, drilldown, slicing, dicing and pivot operations in OLAP.	10
3.	a. Explain the applications of data profiling.	5
	b. Describe star and snowflake schema in multidimensional data modelling	5
4.	Name any five types of activities that are part of ETL process. Which of these is time consuming? Explain any two.	10

Section B

5. Consider the following dataset and describe the working of k-NN classification algorithm.

Name	Acid Durability	Strength	Class
t1	7	7	B
t2	7	4	B
t3	3	4	C
t4	1	4	C

Find the class of test data where Acid Durability=3 and Strength=7.

5.		10
6.	Explain the concepts of Balanced scorecards and dashboards for enterprise reporting. Explain the measures in scorecards.	10

P.T.O.

| 7. | For the following given transaction dataset generate rules using Apriori algorithm. Consider values as support=30% and confidence=80% | 10 |

Transaction ID	Items Purchased
t1	Paneer, Chicken, Milk
t2	Paneer, Cheese
t3	Curd, Boots
t4	Paneer, Chicken, Curd
t5	Paneer, Chicken, Clothes, Milk, Curd
t6	Chicken, Clothes, Milk
t7	Chicken, Milk, Clothes

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