Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)

B. Tech (Fifth Semester - Regular) Examinations, November – 2024
22BCDPC35004– Business Intelligence and Analytics
(CSE- Data Science)

Time: 3 hrs   Maximum: 70 Marks

Answer ALL questions
(The figures in the right hand margin indicate marks)

PART – A   **(2 x 5 = 10 Marks)**

Q.1. Answer *ALL* questions

		CO #	Blooms Level
a.	Define business intelligence.	CO1	K1
b.	List the phases of data mining.	CO2	K1
c.	Illustrate the role of mathematical models in business intelligence.	CO2	K1
d.	Define feature extraction in data reduction.	CO3	K1
e.	Write any two example of relational marketing.	CO4	K1

PART – B   **(15 x 4 = 60 Marks)**

Answer *All* the questions

		Marks	CO #	Blooms Level
2. a.	Explain with a neat diagram the architecture of business intelligence .	15	CO1	K1
	(OR)			
b.	Explain the development of decision support system with suitable diagram.	15	CO1	K1
3.a.	Explain different types of mathematical models with suitable example.	15	CO2	K1
	(OR)			
b.	Explain models and methods for datamining in detail.	15	CO2	K1
4.a.	Explain with suitable example the data transformation.	15	CO3	K1
	(OR)			
b.	Explain with suitable example taxonomy of classification models.	15	CO3	K1
5.a.	Construct a decision tree using following data.	15	CO4	K2

AGE	LIKE DOGS	LIKE GRAVITY	GOING TO BE ASTRONAUT
24	0	0	0
30	1	1	1
36	0	1	1
36	0	0	0
42	0	0	0
44	1	1	1
46	1	0	0
47	1	1	1
47	0	1	0
51	1	1	1

(OR)

		Marks	CO #	Blooms Level
b.	Find the linear regression equation using simple Linear Regression.	15	CO4	K2

x	2	4	6	8
y	3	7	5	10

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