4th Semester Regular Examination 2017-18
DATAMINING FOR BUSINESS INTELLIGENCE (DBI)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C189
Answer Question No.1, Question No.2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1   **Answer the following questions :**   (2 x 10)

a) Business intelligence (BI) is a broad category of application programs which includes:
i.   Decision support   ii.   Data mining
iii. OLAP   iv.   All of the mentioned

b) _____is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.
i.   Business warehouse   ii.   Data mart
iii. Business information warehouse iv.   Business intelligence

c) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.
i.   Predictive technology   ii.   Disaster recovery
iii. Phase change   iv.   Predictive modelling

d) _____ is a subject-oriented, integrated, time-variant, non-volatile collection of data in support of management decisions.
i.   Data Mining   ii.   Data Warehousing
iii. Web Mining   iv.   Text Mining

e) The data Warehouse is _____.
i.   Read only   ii.   Write only
iii. Read write only   iv.   None

f) The important aspect of the data warehouse environment is that data found within the data warehouse is _____.
i.   Subject-oriented   ii.   Time-variant
iii. Integrated   iv.   All of the above

g) The star schema is composed of _____fact table.
i.   One   ii.   Two
iii. Three   iv.   Four

h) Data can be updated in _____ environment.
i.   Data warehouse   ii. data mining
iii. Operational   iv. informational

i) _____is a good alternative to the star schema.
i.   Star schema   ii.   Snowflake schema
iii. Fact constellation iv.   Star-snowflake schema

j) Business intelligence and data warehousing is used for _____.
i.   Forecasting
ii. Data mining
iii. Analysis of large volumes of product sales data
iv. All of the above

Q2 **Answer the following questions :** **(2 x 10)**
  a) Define Data mining.
  b) Write the scope of Business intelligence.
  c) What do you mean by data warehousing?
  d) What is clustering?
  e) Write the components of a Data store object.
  f) Write the cycle of BI analysis.
  g) What is the role of mathematical models in BI?
  h) What are the methods used for clustering?
  i) What is flat file extraction?
  j) Enumerate the use of pivot tables.

Q3 a) Briefly describe various implementations of Business intelligence. **(7)**
  b) Explain data warehouse architecture with a neat diagram. **(8)**

Q4 a) Differentiate between traditional star schema and SAP BW star schema. **(7)**
  b) Differentiate between transactional databases and data warehouses. **(8)**

Q5 Explain the role of data warehouse in business intelligence with a example. **(15)**

Q6 a) Define decision tree. Describe decision tree classification algorithm with example. **(7)**
  b) Explain the steps required to create a standard data store object (DSO). **(8)**

Q7 a) Describe various data normalization techniques. **(7)**
  b) Explain the statistical techniques employed in data mining. **(8)**

Q8 **Write short notes on :**
  a) In-memory databases **(7)**
  b) Persistent Staging Areas (PSA) **(8)**