GIET UNIVERSITY, GUNUPUR – 765022

B. Tech (Fifth Semester) Regular Examinations, December – 2023

21BCDPC35004 – Business Intelligence and Data Analytics

(CSE-DS)

Time: 3 hrs   Maximum: 70 Marks

(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.	Write different phases of development of business intelligence system.	CO2	K1
c.	Define data transformation.	CO2	K1
d.	Explain cross validation	CO3	K1
e.	List and explain various phases in the development of Business Intelligence Application Lifecycle.	CO4	K1

PART – B	(15 x 4 = 60 Marks)

Answer *ALL* questions

		Marks	CO #	Blooms Level
2.a.	What is business intelligence? Explain with a neat diagram the architecture of business intelligence.	15	CO1	K1
	(OR)			
b.	What is the difference between data, information and knowledge? Explain the function of business intelligence and applications of business intelligence.	15	CO1	K1
3.a.	What are the advantages of making decision using business intelligence over making decision without business intelligence?	15	CO2	K1
	(OR)			
b.	What are the factors that may affect the degree of success of decision support systems (DSS)?	15	CO2	K1
4.a.	Short note on: a) Predictive model b) Pattern recognition and learning model c) Optimization model d) Project management model e) Risk analysis model f) Waiting line model	15	CO3	K2
	(OR)			
b.	List and explain various applications of data mining. What is data mining? List the real life application of data mining.	15	CO3	K2
5.a.	What is relational marketing? What are the objectives of relational marketing? Explain cross selling and up selling.	15	CO4	K2
	(OR)			
b.	What is salesforce management? What are the different types of activities on which salesforce taxonomy is based?	15	CO4	K2

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