

(Please write your Exam Roll No.)

Exam Roll No. 00215908916

END TERM EXAMINATION

FOURTH SEMESTER [MBA/B.TECH-MBA(DD)] MAY- 2018

Paper Code: MS 204
BMS 504

Subject: Business Intelligence and Applications

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1/ a) What are the various models used in decision support system to analyze the data? (10)
b) List and explain hardware and software requirements to build decision support system. (5)
- Q2. a) What is an expert system? Explain how it is able to justify its conclusions. (6)
b) Consider the database:
Employee (emp_id, fname, Pub_id, salary, hire_date, job_id)
Publishers (pub_id, pub_name, city, state)
Write the SQL for the following:
i) Display emp_id, hire_date and Pub_name for the all the employees (2)
ii) Create the table publishers. (2)
iii) Add a new column contact in the employee table. (2)
c) Explain the importance of referential integrity constraint. (3)
- Q3. a) What are the advantages of establishing a data warehouse in an organization? (5)
b) Draw and explain the data warehouse architecture for a telecommunication company. (10)
- Q4. a) Draw and explain the start flake schema for car company selling various models of cars at various locations. (8)
b) Differentiate between: (7)
i) Decision support system and data warehouse
ii) Multi dimensional data and single dimension data
- Q5. a) Explain the working of neural networks. Discuss its applications in business organizations. (6)
b) How can the Indian health care sector be benefited from data mining? (6)
c) What is the relationship between data mining and SQL? (3)
- Q6. a) Explain the functions used in genetic algorithm. (5)
b) Differentiate among MOLAP, ROLAP and HOLAP. (5)
c) What are the limitations of data mining techniques? (5)
- Q7. a) What are the various ways of representing knowledge in knowledge bases? (7)
b) Discuss the importance of knowledge maps in knowledge storage. (4)
c) How the terms data mining and knowledge generation are related? (4)
- Q8. a) What are the steps involved in development of knowledge management system in an organization? (9)
b) Discuss the knowledge management initiatives that can be taken by a insurance company. (6)
