

(Please write your Exam Roll No.)

Exam Roll No. 01015903917

END TERM EXAMINATION

FOURTH SEMESTER [MBA/B.TECH-MBA(DD)] APRIL - MAY 2019

Paper Code: MS-204

Subject: Business Intelligence and Applications

BMS-504

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) List and explain the types of decisions supported by decision support system and management information system. Why is MIS not suitable for top level management? (10)
(b) Explain the role played by groupware in group decision support system. (5)
- Q2 (a) Discuss the application areas of an expert system. How is knowledge represented in knowledge base of an expert system? (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 total salary of employees who work with pub_ids 1389 and 0877. (2)
(ii) Establish the referential integrity constraint between employee and publishers tables. (3)
(iii) Change the salaries of emp_id 3454 and 4565 from Rs. 27000 to Rs. 34000. (2)
(iv) Display the details of employees having job_ids 8 or 10 and salaries between Rs. 8000 and Rs. 15000. (2)
- Q3 (a) Data warehouse is used to take strategic decisions. Justify the statement. (5)
(b) Draw and explain the data warehouse architecture for a car manufacturing and selling company. (10)
- Q4 (a) Draw and explain the star flake schema for life insurance company. What is snow flake schema? (6)
(b) Differentiate between: (9)
(i) Factual data and Dimension data
(ii) Data and meta data
(iii) Database and knowledge base
- Q5 (a) Explain the working of genetic algorithm. Discuss its applications in business organizations. (6)
(b) How can the Indian agriculture sector benefited from data mining? (6)
(c) What is the relationship between data mining and OLAP? (3)
- Q6 (a) Explain the phases of knowledge discovery in databases. Explain the importance of data coding Phase. (8)
(b) Compare and contrast the K nearest-neighbor technique and decision tree technique of data mining. (7)
- Q7 (a) Explain the following terms related to knowledge management: (9)
(i) Knowledge assets (ii) Knowledge synthesis (iii) Tacit knowledge
(b) How are the intranet and extranet be used for knowledge sharing? (6)
- Q8 (a) Explain the steps involved in creating knowledge management system for an organization. (8)
(b) Discuss the knowledge management initiatives that can be taken by a hospital. (7)

P