

2207M071

BACHELOR OF VOCATION
Management-BPM and Analytics
Subject: Business Intelligence & Logical Analytics
Subject Code: GBGE-204
Semester: Fourth
July 2022
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION -A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A What are the major techniques of business intelligence?
- B What do you mean by Web usage Mining?
- C What is Data administration?
- D What do you mean by clustering in Data mining for Business Intelligence?
- E What do you mean by Scorecards?
- F How does an MLP type neural network learn?
- G Define Artificial Neural Network.
- H What is Web Content Mining
- I What do you mean by Business Intelligence?
- J What are the basic tasks in the strategic planning process?

SECTION -B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- 1 List and explain characteristics of Artificial Intelligence.
- 2 What is use of Web Mining Methods? What are the different purposes of Web Mining?
- 3 What is Data Mining? List the Real Life Applications of Data Mining.
- 4 a) Describe the basic elements of a multi-tiered application architecture.
b) What are the limitations of on-demand systems?
- 5 What are the main data pre-processing steps? Briefly describe each step and provide relevant examples.
- 6 Explain the various Emerging Topics in BI.
- 7 What are some of the drawbacks of relying solely on financial metrics for measuring performance?
- 8 Explain the issues of legality, privacy and ethics of On Demand BI.

===END OF PAPER===