



QP CODE: 24018587



Reg No :

Name :

M Sc DEGREE (CSS) EXAMINATION, APRIL 2024

Fourth Semester

M Sc COMPUTER SCIENCE (DATA ANALYTICS)

Elective - CA860401 - BUSINESS INTELLIGENCE

2020 ADMISSION ONWARDS

587DBE5A

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. List and describe any four BI tools.
2. What do you mean by prescriptive analytics?
3. What is a scatter plot? How does it help?
4. What are association rules? How do they help?
5. What are the three Vs of big data?
6. Describe the impacts of ADS systems.
7. What is the purpose of a data warehouse?
8. What is visual analytics?
9. Define cloud computing.
10. List the components of an extended enterprise and ERP.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain about the architecture and styles of Business Intelligence.
12. List and discuss the specialised skills required for a BI professional.
13. Compare and contrast decision trees with Artificial Neural Networks.
14. List and discuss about any four business applications of Big Data.





15. With the help of a diagram justify Data Mining as a Blend of Multiple Disciplines.
16. Discuss about text mining best practices.
17. What is a business report? What are the main characteristics of a good business report?
18. Discuss about the four essentials of customer relationship for better business.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Discuss about the application of Business Intelligence in any five areas of importance.
20. Explain how decision trees work. How can a complex problem be solved by using a decision tree?
21. Explain about Big Data Technologies in detail.
22. Explain in detail about Web mining.

(2×5=10 weightage)

