

Reg. No.

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B.E. / B.TECH. DEGREE EXAMINATIONS, MAY 2024

Eighth – Semester

CS18008 – BUSINESS INTELLIGENCE*(Common to CS and AD)***(Regulation 2018/2018A)****TIME: 3 HOURS****MAX. MARKS: 100**

COURSE OUTCOMES	STATEMENT	RBT LEVEL
CO 1	Students will be able to apply the ETL concepts, tools and techniques to perform Extraction, Transformation and Loading of data.	3
CO 2	Students will be able to summarize the usable data by using various reporting concepts, techniques/tools, and use charts, tables for reporting in BI.	2
CO 3	Students will be able to use Analytics concepts like data mining, Exploratory and statistical techniques for predictive analysis in Business Intelligence.	3
CO 4	Students will be able to demonstrate application of concepts in BI.	2
CO 5	Students will be able to analyze and carry out an empirical evaluation of different algorithms on problem formalization, and state the conclusions that the evaluation supports.	4

PART- A (10 x 2 = 20 Marks)

(Answer all Questions)

	CO	RBT LEVEL
1. Give the reasons for the decision making so complex in today's business environment.	1	2
2. Enlist the factors that leads to changing business environment.	1	2
3. Differentiate scoreboard from a dashboard.	2	2
4. Illustrate the differences between scatterplot and bubble chart.	2	2
5. Enlist the most common data mining mistakes/? How can they be minimized and/ or eliminated?	3	2
6. Sketch the taxonomy of Data mining tools and disciplines in data mining.	3	2
7. Distinguish Web Content mining from Web Structure Mining.	4	2
8. Highlight on the various Web Analytics Metrics in Web mining.	4	2
9. Illustration the Sensitivity Analysis on an ANN Model.	5	2
10. List out various Advanced Visualization techniques that support effective decision making.	5	2

PART- B (5 x 14 = 70 Marks)

		Marks	CO	RBT LEVEL
11. (a)	Sketch and summarize the main components of Decision support systems.	(14)	1	3
	(OR)			
(b)	Examine on Simon's four phases of decision making and highlight the impacts of the Web on the phases of decision making.	(14)	1	3
12. (a)	Discuss the effect in business due to the application of the Standard reports and Ad hoc query reporting.	(14)	2	2
	(OR)			
(b)	Explain various Geovisualization tools and techniques the enhances the analysis of interactive visualization in varied applications and list the applications.	(14)	2	2
13. (a)	Enumerate on Various tasks involved in Data Mining Methods for extracting unknown patterns with necessary diagrams.	(14)	3	3
	(OR)			
(b)	Analyze 3-tier Data warehouse Architecture and examine how the ETL process is integrated on 3-tier Data warehouse Architecture.	(14)	3	3
14. (a)	Describe the application of the technology that supports Web analytics in extracting useful information from the data generated data through Web sources.	(14)	4	3
	(OR)			
(b)	Apply the concept of the Multilayer Perceptron ANN structure for the Box-Office Prediction problem.	(14)	4	3
15. (a)	Compile on the necessity of open data set on your choice has the vital role in visualization of data in Boston Housing project with necessary diagrams.	(14)	5	4
	(OR)			
(b)	Demonstrate how advanced visualization is performed with Tableau software.	(14)	5	4

PART- C (1 x 10 = 10 Marks)

(Q.No.16 is compulsory)

		Marks	CO	RBT LEVEL
16.	Data mining is a popular tool to address complex business problems, justify	(10)	3	5

how the data mining process helps in curing cancer like illness in health care applications.
