

[Time: 2.30 Hrs]

[ Marks: 75]

Please check whether you have got the right question paper.

- N.B: 1. All question are compulsory.  
2. Figures to the right indicate full marks.

- Q1. Attempt any three of the following** 15
- Explain Cycle of a business intelligence analysis.
  - What is a System? Explain Open and Closed Systems with the help of a suitable diagram.
  - What is Business Intelligence? Explain architecture of Business Intelligence?
  - Explain decision and problem solving. List and explain various factors affecting decision making process.
  - Describe different phases in the development of decision support systems (DSS).
  - Write note on Ethics and Business Intelligence.
- Q2. Attempt any three of the following** 15
- Define the mathematical model? Explain the structure of the mathematical model.
  - Draw and explain the development process of the model.
  - What is data mining? List the real-life applications of data mining.
  - Explain the Data Mining process in detail.
  - Difference between supervised and unsupervised learning.
  - Explain importance of data validation.
- Q3. Attempt any three of the following** 15
- What is Clustering? Explain its methods.
  - Write note on Support Vector Machines.
  - Discuss about multi-level feed-forward networks
  - Write note on partition method.
  - Write a short note on Logistic Regression.
  - Explain Taxonomy of classification model.
- Q4. Attempt any three of the following** 15
- Write a short note on Virtual inputs and virtual outputs.
  - What is supply chain optimization?
  - What are the goals of supply chain management system?
  - What is the difference between Cross-selling and up-selling
  - Explain the concept of Market basket analysis.
  - What are the Motivations and objectives of Relational marketing?
- Q5. Attempt any three of the following** 15
- Explain in detail KMS cycle.
  - Explain power of knowledge management in detail.
  - Explain Organizational Transformation?
  - Explain role of IT in knowledge management.
  - What is knowledge engineering? Explain the process of knowledge engineering.
  - Explain forward chaining and backward chaining.

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