

[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.
