

[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**
- a. What is business intelligence? Explain architecture of the business intelligence.
 - b. What is decision support system (DSS)? What are the factors that affect the degree of success of the DSS?
 - c. Describe the architecture of business intelligence.
 - d. Explain Data Information and Knowledge.
 - e. Define system. Explain how system can be characterized.
 - f. What is business intelligence? Why effective and timely decision is important?
- Q2. Attempt any three of the following** **15**
- a. What are the phases in the development of mathematical models for decision making?
 - b. What is data mining? List the real life applications of data mining.
 - c. Differentiate between supervised and unsupervised learning.
 - d. Describe the structure of mathematical model.
 - e. What is meant by data validation? Explain different kinds of data validation.
 - f. Write short note on data transformation.
- Q3. Attempt any three of the following** **15**
- a. What are the criteria used to evaluate classification methods?
 - b. Write a short note on Naive Bayesian classifiers.
 - c. Write k-means algorithm for clustering.
 - d. Explain evaluation of clustering model.
 - e. Write a short note on Logistic Regression.
 - f. Explain neural network.
- Q4. Attempt any three of the following** **15**
- a. Write a short note on market basket analysis.
 - b. What is use of web mining methods? What are the different purposes of web mining?
 - c. Write short note on sales force management.
 - d. What is supply chain optimization?
 - e. What are the goals of supply chain management system?
 - f. Explain the Charnes Cooper–Rhodes (CCR) model.

Q5. Attempt any three of the following **15**

- a. Describe the knowledge management system (KMS) cycle.
 - b. List and explain characteristics of artificial intelligence.
 - c. What is knowledge engineering? Explain the process of knowledge engineering.
 - d. Explain the role of people in knowledge management.
 - e. Explain development of Expert system.
 - f. Explain role of IT in knowledge management.
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