Reg. No.

MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
(A constituent unit of MAHE, Manipal)

VII SEMESTER B.TECH. (INFORMATION TECHNOLOGY)

END SEMESTER EXAMINATIONS, NOVEMBER 2018

SUBJECT: BUSINESS INTELLIGENCE [ICT 4101]

REVISED CREDIT SYSTEM
(20 /11 /2018)

Time: 3 Hours   MAX. MARKS: 50

Instructions to Candidates:
❖ Answer **ALL** the questions.
❖ Missing data if any, may be suitably assumed.

1A.	How is a data warehouse different from database? With a neat diagram explain the major components in a data warehouse framework.	5
1B.	Explain how customized usage tracking is helpful in business. Discuss various tasks performed in web usage mining.	3
1C.	Explain why scorecards and dashboards are viewed as special category of reporting.	2
2A.	Explain the technologies needed to provide real time business intelligence. List the benefits and concerns of real time business intelligence.	5
2B.	Discuss the factors that have contributed to the popularity of data mining? State the considerations an organization should make while purchasing a data mining software?	3
2C.	State the differences between top down and bottom up approaches in creating a data warehouse.	2
3A.	Briefly explain the broad approaches to sourcing of business intelligence solution. Discuss the major decisions to be considered in the selection of vendors and tools for development of business intelligence solution.	5
3B.	List and explain the characteristics / features of classification algorithms. Discuss a scenario where classification is applied in business.	3
3C.	Diagrammatically represent four levels of Enterprise Data Model. Also, describe how firms define their underlying enterprise architecture about business operation units.	2
4A.	With a neat diagram, explain the high level architecture of business intelligence and the relationship between the business intelligence capabilities.	5
4B.	With the help of suitable example, explain how information integration capability facilitates insight creation.	3
4C.	Describe how geographical information system can be made useful in banks.	2

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5A. Describe the types of web mining techniques. Briefly explain the technique used in NASA expert seeker case study. **5**

5B. Briefly explain any three applications of automated decision support. **3**

5C. Explain any 4 pitfalls that should be avoided when implementing data mining applications. **2**