

Total No. of Questions : 4]

SEAT No. :

PB-388

[Total No. of Pages : 2

[6270]-200

B.E. (Artificial Intelligence and Data Science) (Insem)

BUSINESS INTELLIGENCE

(2019 Pattern) (Semester - VIII) (417533B) (Elective - VI)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates:

- 1) *Answer Q1 or Q2, Q3 or Q4.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume suitable data, if necessary.*

- Q1)** a) Explain the concepts of Data, Information, and Knowledge in the context of Business Intelligence. [5]
- b) Analyze a business scenario and identify how Business Intelligence tasks can be employed for strategic decision-making. [5]
- c) Evaluate the goals of Business Intelligence and its future trends. [5]

OR

- Q2)** a) Explain the connection between Business Intelligence and Decision Support System. [5]
- b) Propose a Business Intelligence architecture suitable for a specific industry and justify your choices. [5]
- c) Assess the impact of Business Intelligence on improving decision-making processes in organizations. [5]

- Q3)** a) Explain how Logical Structures, such as ontology and frame, are used in BI modeling. [5]
- b) Identify the key components of Model Building in BI. [5]
- c) Utilize Business Process Model and Notation (BPMN) to model a complex business process in a given case study. [5]

P.T.O.

OR

- Q4)** a) Elaborate on the significance of graph structures, specifically Business Process Model and Notation (BPMN), in BI modelling. [5]
- b) Describe the factors that contribute to the Quality of Models in Business Intelligence. [5]
- c) Develop a Model Presentation for a hypothetical business scenario and justify your design choices. [5]
