

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Tech. (AI&DS / CSE / DS) (Sem.-7)

BUSINESS INTELLIGENCE

Subject Code : BTDS705-20

M.Code : 94023

Date of Examination : 24-11-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a. Define the term Business Intelligence.
- b. State two challenges in knowledge delivery.
- c. Define infographics.
- d. State two differences between static and interactive visualization with an example.
- e. What is the difference between efficiency and effectiveness?
- f. Explain the term Data-warehousing.
- g. What are scorecards and dashboards in Business Intelligence?
- h. How BI tools are beneficial in real world?
- i. List two differences between OLAP and OLTP.
- j. How is resource utilization is done using BI tools?

SECTION - B

2. Explain the role of mathematical and statistical models in Business Intelligence.
3. How the ETL(Extract/Transform/Load) beneficial in Business Intelligence?
4. How the predictive/descriptive and prescriptive modeling techniques are useful in Business Intelligence? Elaborate with an example.
5. Describe the steps that how CCR model is used in finding the efficiency in Business Intelligence?
6. Explain outlier analysis and its significance in Datawarehousing organization.

SECTION - C

7. Explain the case study of Business Intelligence implementation in healthcare sector.
8. How does CCR model helpful in setting the benchmark and improve business performance?
9. Discuss the role of dashboards and visualization tools in Business Intelligence.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.