

Reg.No.:



VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.

Question Paper Code: 130014

B.E. / B.Tech. DEGREE END-SEMESTER EXAMINATIONS – NOV. / DEC. 2024

Fifth Semester

Computer Science and Technology

U19CTV33 - BUSINESS INTELLIGENT AND ITS ANALYTICS

(Regulation 2019)

Time: Three Hours

Maximum: 100 Marks

Answer ALL the questions

Knowledge Levels (KL)	K1 – Remembering	K3 – Applying	K5 - Evaluating
		K2 – Understanding	K4 – Analyzing

PART – A

(10 x 2 = 20 Marks)

Q.No.	Questions	Marks	KL	CO
1.	List the metrics for click stream Analysis.	2	K1	CO1
2.	What are the 5 Vs of big data?	2	K1	CO1
3.	What is decision making?	2	K1	CO2
4.	List few applications of a Decision support system	2	K1	CO2
5.	What is a neural network?	2	K1	CO3
6.	“Black box in ANN”. Comment on the statement.	2	K2	CO3
7.	Give a real-life example of decision making under uncertainty.	2	K2	CO4
8.	State the purpose of a decision table.	2	K2	CO4
9.	What is Artificial Intelligence?	2	K1	CO5
10.	How is knowledge base useful in expert systems?	2	K1	CO5

PART – B

(5 x 13 = 65 Marks)

Q.No.	Questions	Marks	KL	CO
11. a)	Enunciate the framework for computerized Decision support and compare that with Business Intelligent Framework.	13	K1	CO1
	(OR)			
b)	Elucidate the different levels of clickstream analysis. Explain with suitable examples.	13	K2	CO1
12. a)	With a neat block diagram, explain the different phases of decision-making process.	13	K2	CO2
	(OR)			
b)	With a neat block diagram, explain the concepts and the components of a Decision support system.	13	K3	CO2
13. a)	Explain the working of SVM algorithm for predictive modeling.	13	K3	CO3
	(OR)			
b)	With an example, discuss the nearest neighbor method for prediction task. Address its limitation.	13	K4	CO3
14. a)	Discuss in detail about any two mathematical models for decision support systems.	13	K5	CO4
	(OR)			
b)	Explain the concept of multi criteria decision making system citing examples.	13	K4	CO4
15. a)	With a neat architectural diagram, explain the functions of different components of an expert system.	13	K3	CO5
	(OR)			
b)	Discuss in brief about the need, merits and limitations of an expert system .	13	K2	CO5

PART – C

(1 x 15 = 15 Marks)

Q.No.	Questions	Marks	KL	CO
16. a)	i. Discuss the process involved in speech analytics.	8	K2	CO3
	ii. With an example, explain how sentiment analysis is useful in social media and its process.	7	K2	CO3
	(OR)			
b)	i. Explain the benefits for integrating cloud computing with Business Intelligence.	8	K3	CO5
	ii. What is an automated decision system? Explain its working with examples from everyday scenarios.	7	K3	CO5