END TERM EXAMINATION
FOURTH SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS204  Subject: Business Intelligence & Applications
MS206
MSP304
BMS508

Time : 3 Hours  Maximum Marks : 60

Note: Attempt any five questions. All questions carry equal marks.

Q1  (a) Which information system is more suitable for middle level management? Why? (4)
    (b) "Capability of DSS goes beyond MIS". Elucidate. (4)
    (c) Discuss the applications of linear programming. (4)

Q2  (a) What are the components of Group Decision Support System? (6)
    (b) Describe the components of an expert system. (6)

Q3  (a) Why are the Summary tables created in data warehouse? Give the syntax of creating summary table from detailed data. (5)
    (b) How does star scheme schema design lead to query performance? Differentiate between factual data and reference data. (7)

Q4  Draw and explain the architecture of data warehouse for banking sector. (12)

Q5  (a) What are the functions of check point and lazy writer process of SQL server? (4)
    (b) Describe the functions of system databases of SQL server. (5)
    (c) Give the syntax of create and update commands of T-SQL. (3)

Q6  (a) Describe the machine learning techniques of data mining. (6)
    (b) What are the applications of data mining in marketing and finance? (6)

Q7  (a) What is data coding? Why is it required for data mining? (5)
    (b) Differentiate between:
        (i) Database and Knowledge base
        (ii) Tacit Knowledge and Explicit Knowledge

Q8  (a) Suggest the Knowledge Management initiatives for banking sector. (8)
    (b) What are the knowledge assets of an organization? (4)

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