

(Please write your Exam Roll No. immediately)

Exam Roll No. 065

# END-TERM EXAMINATION

FOURTH SEMESTER [MBA] MAY-JUNE 2013

Paper Code: MS- 204/206

Subject: Business Intelligence & Applications

MSP 304

BMS504

Time : 3 Hours

Maximum Marks : 60

Note: Attempt any five questions.

- Q.1 (a) What are the hardware and software requirements to build group decision support system? (4)  
(b) How is knowledge represented in knowledge base of an expert system? (4)  
(c) What are the features of decision support system? (4)
- Q.2 (a) Consider the employee database: (2x4=8)  
Emp (empno, ename, job, sal, comm, hiredate, deptno)  
Dept (deptno, dname, loc)  
Give an expression in SQL for the following:  
(i) Add a new record in the emp table.  
(ii) Increase 10 percent salary of employees working in deptno 10.  
(iii) Display empno, job and dname for all the employees work in deptno 30.  
(iv) Find the name of the employee having highest salary.  
(b) What is referential integrity constraint and how it works? (4)
- Q.3 (a) Draw and explain the Data warehouse architecture for Insurance sector. (8)  
(b) Why is partitioning of detailed data in data warehouse required? (4)
- Q.4 Differentiate between: (3x4=12)  
(a) OLTP and OLAP  
(b) Database and Knowledge base  
(c) MIS and DSS  
(d) Neural network and Genetic algorithm
- Q.5 (a) What is the use of meta data in data warehouse? (5)  
(b) What are the applications of data mining in marketing and HRM? (7)
- Q.6 (a) Explain the K-nearest neighbor and decision tree techniques of data mining. (7)  
(b) How can the data be cleaned in data warehouse? Explain. (5)
- Q.7 (a) What are the different knowledge management initiatives can be taken in retail sector? (8)  
(b) Explain why knowledge maps are required? (4)
- Q.8 (a) What is 'Community of practice'? How it helps in knowledge generation? (5)  
(b) How can the existing knowledge of the organization be protected? (7)