

Total No. of Questions : 4]

SEAT No. :

**PA-10178**

[Total No. of Pages : 1

**[6010]-48**

**B.E. (Computer Engineering) (Insem)**  
**BUSINESS INTELLIGENCE**  
**(2019 Pattern) (Semester-VIII) (410253 (C)) (Elective-VI)**

*Time : 1 Hour]*

*[Max. Marks : 30*

*Instructions to the candidates:*

- 1) Answer Q.1 or Q.2, Q.3 or Q.4.
- 2) Neat diagram must be drawn whenever necessary.
- 3) Figures to the right indicate full marks.
- 4) Assume Suitable data, if necessary.

- Q1)** a) Define Business Intelligence. Explain Architecture of BI. [5]  
b) What kind of ethics are required in business intelligence? Why? [5]  
c) Write a short note on data, information and knowledge with example. [5]

OR

- Q2)** a) Explain the representation of decision-making process with block diagram. [5]  
b) What are the different stages and benefits of Business Intelligence. [5]  
c) Explain role of mathematical models in BI. [5]

- Q3)** a) What is Cube? Explain the types of schema design. [5]  
b) Distinguish between Business Intelligence and Data Warehouse. [5]  
c) List the tools in business Intelligence. Explain any 2 tools. [5]

OR

- Q4)** a) Explain multi-dimensional data cube analysis with OLAP operations. [5]  
b) Explain need for business intelligence in different sectors. [5]  
c) Differentiate OLAP and OLTP. [5]

