SREE VIDYANIKETHAN ENGINEERING COLLEGE
(An Autonomous Institution, Affiliated to JNTUA, Anantapur)
M.C.A. V Semester (SVEC14) Regular/Supplementary Examinations November - 2017
BUSINESS INTELLIGENCE
[MASTER OF COMPUTER APPLICATIONS]

Time: 3 hours   Max. Marks: 60

Answer One Question from each Unit
All questions carry equal marks

UNIT-I

1 a) Discuss the major trends that affect managerial decision-making.   6 Marks
    b) Briefly describe the need for computerized support for decision-making   6 Marks

(OR)

2 Describe the different categories of models.   12 Marks

UNIT-II

3 Draw a schematic view of Decision Support Systems (DSS) with   12 Marks
explanation for each and every component of DSS.

(OR)

4 Represent the general structure of quantitative model which includes the   12 Marks
components and explain each component in brief.

UNIT-III

5 a) Specify the most popular application areas of text mining.   6 Marks
    b) Elucidate Natural Language Processing (NLP) and specify few challenges   6 Marks
commonly associated with the implementation of NLP.

(OR)

6 Explain the following applications in Text mining: 12 Marks
        i)   Marketing applications.
        ii) Biomedical applications.
        iii) Academic applications.

UNIT-IV

7 Explain Balanced Score Card (BSC) performance management system in   12 Marks
detail.

(OR)

8 a) Define knowledge management and describe its purpose.   8 Marks
    b) Identify the characteristics of learning organizations.   4 Marks

UNIT-V

9 Describe the reasoning procedures of forward chaining and backward   12 Marks
chaining.

(OR)

10 a) Define fuzzy logic and describe its characteristics.   6 Marks
     b) What is Support Vector machine? How does it work?   6 Marks

✿ ✿ ✿