



QP CODE: 26019614



26019614

Reg No :

Name :

M.Sc DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

M Sc Computer Science (Data Analytics)

ELECTIVE - CA860401 - BUSINESS INTELLIGENCE

2020 Admission Onwards

F6CF62F1

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. List any 5 BI Project team Roles.
2. What do you mean by prescriptive analytics?
3. List and compare popular decision tree algorithms.
4. Compare a neural network with a decision tree.
5. Define Web 2.0.
6. List the major ethical and legal issues of analytics implementation.
7. What is clickstream analysis?
8. Why should storytelling be a part of your reporting and data visualization?
9. Distinguish between pull reporting and push reporting.
10. Why cloud computing is needed nowadays?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Discuss about the role of Decision Support Analyst.
12. Discuss about any four popular BI tools.
13. List the Advantages and Disadvantages of K-Means Algorithm.
14. Discuss about Business implication of Big Data.





15. Discuss about various data mining software tools.
16. Briefly describe about the text mining process.
17. List and briefly describe the four phases of the BPM cycle.
18. Justify the statement "ERP plus BI equals more Value".

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Discuss about the history, architecture and styles of Business Intelligence.
20. Explain in detail about regression and with an example explain the use of regression model in prediction.
21. Discuss about Technological applications of Big Data for business in detail.
22. Explain about Data Warehousing in detail.

(2×5=10 weightage)

