

Roll No.

Total No. of Pages: 1

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Bachelor of Science (AI & ML), Semester-6

BUSINESS INTELLIGENCE

Subject Code: UGCA2016

M.Code: 93651

Date of Examination: 21-11-2025

Time: 3 Hrs.

Max. Marks:60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of SIX questions, carrying TEN marks each and student have to attempt any FOUR questions.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Explain role of mathematical models.	CO2	L2
b.	Define data, information, and knowledge.	CO1	L1
c.	Write use supply chain optimization.	CO3	L1
d.	Define relational marketing.	CO3	L1
e.	Summarize data validation and data transformation.	CO2	L2
f.	Describe term Knowledge and it's uses.	CO4	L2
g.	Compare a DSS from traditional BI systems.	CO1	L2
h.	Define term knowledge engineering.	CO5	L1
i.	Discuss any four the benefits of the CCR Model.	CO4	L2
j.	List role of Information Technology (IT) in Knowledge Management.	CO6	L1
SECTION-B			
2.	Explain the integration of BI tools in knowledge management systems to facilitate knowledge sharing and innovation.	CO6	L5
3.	Examine the Clustering in data mining and its different methods.	CO2	L4
4.	Identify Logistic and production models in detail.	CO3	L3
5.	Make use of the concept data mining process and the process of representation of input data.	CO4	L3
6.	Explain the architecture and components of a Decision Support System.	CO1	L5
7.	Classify and draw various components of Expert System.	CO5	L4

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.