

# CBCS SCHEME

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18CB71

## Seventh Semester B.Tech. Degree Examination, Dec.2023/Jan.2024 Business Intelligence and Data Analytics

Time: 3 hrs.

Max. Marks: 100

*Note: Answer any FIVE full questions, choosing ONE full question from each module.*

### Module-1

- 1 a. Explain the Business-Pressure-Responses-Support model with a neat diagram. (10 Marks)
- b. List Mintzberg's ten managerial roles. Explain any four. (10 Marks)

OR

- 2 a. Explain the decision support frameworks. (10 Marks)
- b. Define Business Intelligence. Explain its architecture. (10 Marks)

### Module-2

- 3 a. List and explain the characteristics of decision making. (10 Marks)
- b. Illustrate the design phase of decision making. (10 Marks)

OR

- 4 a. Describe the support for the intelligence phase of decision making. (10 Marks)
- b. Discuss the choice phase of decision making. (10 Marks)

### Module-3

- 5 a. Define Data Warehouse. Explain its characteristics. (10 Marks)
- b. Discuss the Data Warehouse process. (10 Marks)

OR

- 6 a. Give an architecture of data warehouse. (10 Marks)
- b. Explain Extraction, Transformation and Load (ETL) process of data warehouse. (10 Marks)

### Module-4

- 7 a. Explain probability functions of scipy.stats. (10 Marks)
- b. Discuss parameter techniques for computing means. (10 Marks)

OR

- 8 a. Explain ndimage sub-package. (10 Marks)
- b. Explain ARIMA modeling. (10 Marks)

### Module-5

- 9 a. Explain Bagging Techniques. (10 Marks)
- b. Discuss Random Forest Method. (10 Marks)

OR

- 10 a. Explain AdaBoosting Technique. (10 Marks)
- b. Explain Gradient Boosting Technique. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.