Total No. of Questions : 4]

SEAT No. :

PE132

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[6579]-441

T.E. (Artificial Intelligence and Machine Learning) (Insem)

BUSINESS INTELLIGENCE

(2019 Pattern) (Semester - I) (Elective - I) (318545-D)

Time : 1 Hour] *[Max. Marks : 30*

Instructions to the candidates:

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

Q1) a) Illustrate four stages of Simon's Decision making process for decision making. **[5]**

b) How would you demonstrate Computerized Decision Framework in BI with suitable example? **[5]**

c) How would you develop BI application in Patient Treatment system? **[5]**

OR

Q2) a) Elaborate Gorry and Scott-Morton Classical Framework with suitable example. **[5]**

b) How would you use BI in Higher Education application? **[5]**

c) Illustrate the use of BI in Logistics application. **[5]**

Q3) a) Illustrate the use of Models and Modeling in BI with suitable example. **[5]**

b) Identify and illustrate Model Assessment and Quality of Models in BI. **[5]**

c) Illustrate the use of Modeling using Graph Structure in BI. **[5]**

OR

Q4) a) Illustrate the role of ontologies and frames in the context of Business Intelligence. **[5]**

b) How would you develop graph structures using Business process models and notation? **[5]**

c) Illustrate the use of models using analytical structures using suitable example. **[5]**

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