

**Course : BI**  
**Semester 6**  
**Reference Question Bank**

**Unit – 1**

- Q.1 What is Business Intelligence? Why Effective and timely decisions are must?
- Q.2 What are the benefits of business intelligence system?
- Q.3 Define the terms: i) Data ii) Information iii) Knowledge
- Q.4 Explain the role of mathematical models.
- Q.5 Explain business intelligence architecture
- Q.6 What are the main components of business intelligence system? Explain
- Q.7 Explain the Cycle of a business intelligence analysis.
- Q.8 What are the factors in business intelligence projects?
- Q.9 Explain the phases in the development of business intelligent system
- Q.10 What is the relationship between Ethics and Business Intelligence.
- Q.11 Define Decision Support Systems.Explain representation of the decision-making process
- Q.12 Explain logical structure of decision making process
- Q.13 Explain Phases of decision – making process.
- Q.14 What are the different Types of decisions Based on nature and scope?
- Q.15 Explain different approaches to the decision-making process.
- Q.16 Explain structure of a decision support system
- Q.17 Explain extended structure of a decision support system
- Q.18 Explain different development phases of DSS.
- Q.19 What are the factors that affect the degree of success of a DSS?

**Unit – II**

- Q.1 What do you mean by model, different types of models based on their nature and temporal dimension?
- Q.2 How you develop a model OR phases of model?
- Q.3 What are the factors & influence choice of model?
- Q.4 What are the main categories of mathematical model OR the different classes of model?
- Q.5 What are the different categories of predictive model?
- Q.6 What are the steps in the development of data mining models OR Recurring steps in data mining?
- Q.7 What are the applications of data mining?
- Q.8 What do you mean by data validation?
- Q.9 How do quality input data unsatisfactory?
- Q.10 How you can correct incomplete data? OR What are the different technique?
- Q.11 How do data affected by out layers?
- Q.12 What do you mean by standardization of data OR different methods of normalization of data?
- Q.13 Write short note on feature extraction?
- Q.14 What are the main criteria to determine whether a data reduction technique should use?
- Q.15 What is sampling? What are the different types of it?
- Q.16 What is the purpose of feature selection or reduction?
- Q.17 What are the different types of myopic search scheme that can be followed?
- Q.18 What is PCA?

Q.19 What do you mean by data discretization?

Q.20 Discuss different analysis methodology for data mining (such as supervised and unsupervised technique for data mining).

### **Unit – III**

Q.1 What is the structure of the learning process for classification ?

Q.2 What are the phases of classification model OR three main phases of classification ?

Q.3 What are the categories of classification model? Taxonomy of classification.

Q.4 How you evaluate classification model?

Q.5 Write short note on to Holdout method.

Q.6 Write short note on to Repeated random sampling.

Q.7 Write short note on Cross-Validation method.

Q.8 Write short note on Confusion Matrices.

Q.9 Write short note on ROC curve charts.

Q.10 Write short note on Cumulative gain and Lift Charts.

Q.11 Explain Bayesian Algorithm with the help of example.

Q.12 Write short note on Naïve Bayesian Classification.

Q.13 Explain Bayesian Network.

Q.14 Short note on Logistic Regression.

Q.15 Define Neural Network.

Q.16 Short note on Support vector machine.

Q.17 What are the drawbacks of imperial risk minimization?

Q.18 What you mean by clustering?

Q.19 What are the requirements of clustering methods?

Q.20 Taxonomy of clustering methods.

Q.21 Short note on affinity methods.

Q.22 Short note on partition method.

Q.23 Short note on K-Means

Q.24 Short note on K-Medios

Q.25 Write a short note on Hierarchical methods and its types.

Q.26 Write a short note on Agglomerative algorithm.

Q.27 Write a short note on divisive algorithm.

#### **Unit – IV**

Q.1 What is relational marketing? What are the Motivations and objectives of relational marketing?

Q.2 What are Decision-making options for a relational marketing strategy?

Q.3 What are the Components of a relational marketing strategy?

Q.4 What are the Network of relationships involved in a relational marketing strategy?

Q.5 What are the differences between B2B and B2C?

Q.6 What is the Intensity of customer relationships as a function of number of customers?

Q.7 What are the Components of an environment for relational marketing analysis?

Q.8 What are the Types of data feeding a data mart for relational marketing analysis?

Q.9 Explain Cycle of relational marketing analysis.

Q.10 Explain Lifetime of a customer.

Q.11 Explain main relational marketing tasks.

Q.12 What is the effect of latency in predictive models?

Q.13 Write short note on cross-selling and up-selling

Q.14 Write short note on market basket analysis

Q.15 What is Web mining? What are the different purposes of web mining

Q.16 What is salesforce management? What are the different types of activities on which salesforce taxonomy is based?

Q.17 List the various problems with managing a mobile salesforce management?

Q.18 How decision making process is categorised relative to salesforce management?

Q.19 Write short note on Response functions?

Q.20 How sales territories are designed?

Q.21 How Optimization models are used for calls and product presentations planning?

Q.22 What is supply chain management? Give an example of global supply chain.

Q.23 Write short note on Backlogging?

Q.24 What is revenue management? Principles of RM and How revenue management affects some highly complex decision-making processes?

Q.25 What is Data envelopment analysis? How efficiency is measured?

Q.26 Write short note on Efficient frontier.

Q.27 Write short note on CCR model.

Q.28 How you will identify good operating practices: Cross-efficiency analysis, Virtual inputs and virtual outputs, Weight restrictions?

## **Unit – V**

- Q.1. Explain relationship between data, Information and Knowledge, wisdom.
- Q.2 What are the characteristics of knowledge and Write the differences between Explicit and Tacit knowledge??
- Q.3 What is meant by knowledge management system?
- Q.4 Explain organisational learning and transformation.
- Q.5. Explain in brief Knowledge management activities.
- Q.6.Explain approaches to Knowledge management.
- Q7. Explain role of IT in knowledge management.
- Q8. Describe the role of CKO
- Q9. Explain knowledge management system Implementation.
- Q.10. Explain concept and definition of Artificial intelligence.
- Q 11.State the difference between AI and Natural intelligence
- Q12. Write short note on evolution of AI.
- Q13.Explain basic concepts of Expert system.
- Q14.State and explain application of expert system
- Q15.Explain with diagram structure of Expert system
- Q16. Write short note on knowledge engineering.
- Q17.Explain development of Expert system.