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BCB701

Seventh Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026 Business Intelligence and Data Analytics

Time: 3 hrs.

Max. Marks: 100

*Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks, L: Bloom's level, C: Course outcomes.*

Module – 1			M	L	C
Q.1	a.	Enumerate and explain the three terms that served as predecessors to analytics.	10	L1	CO1
	b.	Describe the major components of BI Architecture with a neat diagram.	10	L1	CO1
OR					
Q.2	a.	Define intelligent agents and explain their capabilities.	10	L1	CO1
	b.	Describe chatbots and their uses, and list the major components of chatbots.	10	L1	CO1
Module – 2					
Q.3	a.	Organize and explain the primary categories and types of data utilized in Business Intelligence and analytics.	10	L3	CO2
	b.	Infer the critical success factors for Big data analytics.	10	L2	CO2
OR					
Q.4	a.	Enumerate and explain the main Hadoop components and explain the function they perform.	10	L2	CO2
	b.	Explain commonalities and differences between regression and correlation.	10	L3	CO2
Module – 3					
Q.5	a.	Describe common steps organizations take to ensure the security and confidentiality of customer data in their data warehouses.	10	L2	CO3
	b.	Define a business report and identify the key characteristics of an effective reporting system.	10	L3	CO3
OR					
Q.6	a.	Define Data Visualization and describe its evolution.	10	L2	CO3
	b.	Identify the main differences among line, bar and pie charts and explain when each should be used.	10	L3	CO3

Module – 4

Q.7	a.	Identify the major types of models used in decision support systems.	10	L3	CO4
	b.	Identify major applications of data mining.	10	L2	CO4

OR

Q.8	a.	Explain what it means to make decisions under assumed certainty, risk and uncertainty.	10	L2	CO4
	b.	Explain why a spreadsheet is so conducive to the development of DSS.	10	L2	CO4

Module – 5

Q.9	a.	Illustrate the most popular applications areas of sentiment analysis.	10	L3	CO5
	b.	What is Web Mining? How does it differ from regular data mining and text mining?	10	L4	CO5

OR

Q.10	a.	List and discuss text mining applications and process.	10	L2	CO5
	b.	What is Social Analytics? What it is important for business?	10	L2	CO5
