

8. Which function selects individuals from a population for reproduction based on their fitness? CO4K1
 a. Crossover function b. Mutation function
 c. Selection function d. Encoding function
9. The classification or mapping of a class using a predefined class or group is called: CO5K1
 a. Data Sub Structure b. Data Set
 c. Data Discrimination d. Data Characterization
10. To remove noise and inconsistent data _____ is needed. CO5K1
 a. Data Cleaning b. Data Transformation
 c. Data Reduction d. Data Integration

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. What are Real-time Applications? CO1K1
 (or)
- 11.b. Explain SMART Strategy. CO1K2
- 12.a. Enumerate data mining applications. CO2K2
 (or)
- 12.b. Why data warehousing architectures is vital in the business scenario? CO2K1
- 13.a. Elucidate FP Tree Growth Algorithm. CO3K2
 (or)
- 13.b. Discuss clustering – Types of Data. CO3K3
- 14.a. Explain Genetic Algorithms and their basic steps. CO4K2
 (or)
- 14.b. What is Artificial Neural Networks? CO4K1
- 15.a. Discuss Text Mining. CO5K3
 (or)
- 15.b. Why Trend Analysis is important? CO5K2

Part C

5 x 12 = 60

Answer ALL questions

Question No 20. Case is Compulsory

Each answer should not exceed 800 words or four pages

- 16.a. Describe Internet of Things. CO1K3
 (or)
- 16.b. Explain Data generation methods. CO1K3
- 17.a. Is Prescriptive and Cognitive Analytics significant for business? CO2K3
 (or)
- 17.b. Explain OLAP Operations. CO2K4

- 18.a. In business world how Tableau and Power BI is useful? CO3K4
(or)
- 18.b. Elucidate hierarchical clustering. CO3K4
- 19.a. Explain Support Vector Machine. CO4K3
(or)
- 19.b. Justify spatial mining with examples. CO4K3

20. Case Study (Compulsory Question): CO3K5

Business Intelligence and Analytics: Paving way for Operational Excellence in Indian Banks.

India's banking industry is undergoing through a phase of major transformation, with entry of more players in an already competitive environment and as a result one common theme being seen across banks in India is increased adoption of business intelligence (BI) and analytics to drive their overall profitability. Can Business Intelligence and analytics assist in resolving some of the issues faced by modern day banks in India? This study explored Business Intelligence and Analytics application in Indian Banks using focused interviews, press release, bank website review and case study analysis. The study found tools and technologies being used and various areas of BI application in banks. It also found the areas in need of improvement, issues and challenges faced by Indian Banks in their BI and analytics implementation agenda. It is hoped that this study will serve as a knowledge base about BI and analytics in Indian bank and would assist managers, decision makers and researcher in making better informed decision. The study also provides the scope for further research in the role of Business Intelligence and Analytics in Indian Banking system.

Question:

1. Can Business Intelligence and analytics assist in resolving some of the issues faced by modern day banks in India?
