



RAN - 2508000604020117

**RAN-2508000604020117**

**S.Y.B.Com - Data Science (Sem. - IV)**

**Examination April - 2025**

**Major - Business Intelligence**

[ Total Marks: 50

**सूचना : / Instructions**

(१)

नीचे दशावेल निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी.

Fill up strictly the details of signs on your answer book

Name of the Examination:

S.Y.B.Com - Data Science (Sem. - IV)

Name of the Subject :

Major - Business Intelligence

Subject Code No.: 2508000604020117

Seat No.:

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Student's Signature

(2) The figure to the right indicates the total marks for each question

**Q.1 Answer in short (Any Five) 10**

1. State the four pillars of BI
2. How are data, information, and knowledge connected?
3. What are mathematical models used for in business intelligence?
4. What are the key components of a mathematical model
5. What is relational marketing?
6. State the types of knowledge?
7. What is organizational learning?

**Q.2** Discuss the comprehensive framework of data validation in business intelligence, including its various components and their interconnections. Explain how each component contributes to ensuring data quality and reliability in organizational decision-making processes. **14**

**OR**

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[ 1 ]

[ P.T.O. ]

**P0009**

- Q.2 (A)** What is the purpose of using mathematical models in analyzing business data? 7
- (B)** Why should ethics be a priority when designing and using Business Intelligence systems? 7

**Q.3** What is the role of Information Technology (IT) in knowledge management? Describe the steps and processes involved in implementing knowledge management systems. 14

**OR**

- Q.3 (A)** Explain the significance of relational marketing in Business Intelligence applications. 7
- (B)** How does scale efficiency contribute to overall organizational performance? 7

- Q.4** **Write a short note: (any two)** 12
1. Difference between Artificial Intelligence and Expert Systems
  2. The relationship between business decision-making and mathematical models
  3. The Evolution of Information Systems Influenced DSS
  4. What is the role of efficiency measures in strategic decision-making?