

RAN-2508000604020120
S.Y.B.Com. (Data Science) (NCF-NEP) (Sem-IV) Examination April - 2026
Major : Business Intelligence (New) (Set-I)
[Total Marks: 50

સૂચના : / Instructions (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fill up strictly the above details on your answer book (2) Write according to instruction as given of Each question.	Seat No.: Student's Signature
--	--

- Q.1. Short Question (write any 5 out of 7) 10**
1. Definition of Data Mining?
 2. State the four pillars of BI
 3. What is AI?
 4. What is Mathematical Model?
 5. What is knowledge management?
 6. What are expert systems?
 7. What is organizational learning?
- Q.2. How does Business Intelligence support effective and timely decision-making in organizations? 14**
- OR**
- Q.2. A. What is the Role of Information Technology (IT) in Knowledge Management? 07**
- Q.2. B. Explain the development process of Mathematical model. 07**
- Q.3. Discuss in detail the various components of efficiency measurement in organizations, including technical and allocative efficiency. 14**
- OR**
- Q.3. A. Discuss the key activities involved in capturing, sharing, and applying knowledge within an organization 07**
- Q.3. B. Explain the significance of relational marketing in Business Intelligence applications. 07**
- Q.4. Write Short Notes (Write Any 2 out of 4) 12**
1. Data Mining Process
 2. Analysis Methodologies and Data Preparation
 3. Relation between the Ethics and business intelligence
 4. IT Tools in Knowledge Management