

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/18

SUBJECT: MBA3095 COMPUTER AIDED MANAGEMENT

TIME: 3.00 HOURS

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) Explain group support system. [6]
Q.1(b) Describe collaborative computing technology. [6]
- Q.2(a) Explain the architecture of DSS. [6]
Q.2(b) Describe the evolution of DSS into business intelligence. [6]
- Q.3(a) Explain knowledge management system. [6]
Q.3(b) Analyze the failure factors of KMS. [6]
- Q.4(a) Explain data mining tasks. [6]
Q.4(b) Explain in what different scenario data mining models can be applied. [6]
- Q.5(a) Explain the difference between data mining and data visualization. [6]
Q.5(b) What are the techniques of analyzing knowledge in KMS? [6]
- Q.6(a) Explain the different categories of summary statistics in brief. [6]
Q.6(b) What is multidimensional analysis? How is it useful for retailer analyst? [6]
- Q.7(a) Describe Fuzzy Logic. [6]
Q.7(b) Explain genetic algorithm. [6]

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