

Please check that this question paper contains 9 questions and 2 printed pages within first ten minutes.

[Total No. of Questions: 09]

Uni. Roll No.

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[Total No. of Pages:]

Program: Btech (ECE)

04 JUL 2022

Semester: 4th

Name of Subject: Information Management and Data Analytics

Subject Code: HSMEC-101

Paper ID: 16226

Time Allowed: 03 Hours

Max. Marks: 60

NOTE:

- 1) Parts A and B are compulsory
- 2) Part-C has Two Questions Q8 and Q9. Both are compulsory, but with internal choice
- 3) Any missing data may be assumed appropriately

Part – A

[Marks: 02 each]

Q1.

- a) Write the need for an Information System.
- b) List the Characteristics of the ESS system.
- c) Discuss in brief about learning algorithm.
- d) Explain the types of Big Data.
- e) Compare E-commerce with M-commerce.
- f) Signify the meaning of digital marketing.

Part – B

[Marks: 04 each]

- Q2.** Write application of Data analytics in healthcare systems.
- Q3.** List the functions of MIS.
- Q4.** Define Perceptron algorithm in Information System.
- Q5.** Validate any data model using Data Analytics.
- Q6.** Justify the role of E-Governance in an information system.
- Q7.** Construct a DSS system.

Part – C

[Marks: 12 each]

Q8. Explain Critical success factor of EIS system for the improvement of a company.

OR

Justify the use of gap analysis process in business process re-engineering with example.

Q9. Create Data analytic life cycle with its validation in learning data analytic model.

OR

Solve below Table and make an optimal Decision tree with Greedy Approach (Who will buy Mobile). Justify your Tree with the help of Calculations like entropy and information gain on all the attributes in the table

Rec	age	income	student	credit rating	buys Mobile
r14	>45	100000 rs	No	10000 rs	Yes
r12	<=35	150000 rs	No	25000 rs	No
r13	35..45	150000 rs	No	10000 rs	Yes
r10	<=35	100000 rs	No	10000 rs	No
r2	>45	50000 rs	Yes	10000 rs	Yes
r4	>45	50000 rs	Yes	25000 rs	No
r7	35...45	50000 rs	Yes	25000 rs	Yes
r8	<=35	100000 rs	Yes	25000 rs	Yes
r9	35	50000 rs	Yes	10000 rs	Yes
r3	>35	100000 rs	Yes	10000 rs	Yes
r11	<=35	150000 rs	No	10000 rs	No
r6	35...45	100000 rs	No	25000 rs	Yes
r5	35..45	150000 rs	Yes	10000 rs	Yes
r1	>45	100000 rs	No	25000 rs	No
