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SEAT No. \_\_\_\_\_

SC

No. of printed pages: 01

SARDAR PATEL UNIVERSITY  
BBA - ITM (3 Years) SEMESTER – VI  
Trends in IT (UM06EBBI13)

DATE : 05/04/2019

TIME : 10:00 AM to 12:00 PM

Total Marks : 60

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- Q.1 [A] Draw and explain architecture of data mining systems. [08]  
[B] Define warehouse. Explain usage of data warehouse. [07]
- OR
- Q.1 [A] Explain strategic benefits of business intelligence tools. [08]  
[B] Explain classification of data mining systems. [07]
- Q.2 [A] Define fuzzy logic. Explain fuzzy set. [08]  
[B] Define AI. Explain applications of AI. [07]
- OR
- Q.2 Draw and explain the general structure of an expert system. Explain advantages of an expert system. [15]
- Q.3 [A] Define internet. Explain internet basics. [08]  
[B] Explain on-page SEO ranking factors. [07]
- OR
- Q.3 Explain internet marketing with its types. [15]
- Q.4 [A] Define mobile computing. Explain classification, advantages and security issues of mobile computing. [10]  
[B] Describe types of augmented reality. [05]
- OR
- Q.4 [A] Define internet of things. Explain common uses of IoT. [08]  
[B] Define cloud computing. Explain applications and challenges of cloud computing. [07]

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