

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

DATA MINING AND BUSINESS INTELLIGENCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (5 x 1 = 5)

1. What is a primary goal of data warehousing?
 - (i) Real-time processing of data
 - (ii) Long-term storage of historical data
 - (iii) Rapid data retrieval for immediate analysis
 - (iv) Data encryption to ensure security
2. Which of the following is NOT a common data mining task?
 - (i) Classification
 - (ii) Regression analysis
 - (iii) Indexing
 - (iv) Clustering
3. Which data mining technique is used for finding association rules?
 - (i) Clustering
 - (ii) Regression analysis
 - (iii) Classification
 - (iv) Apriori algorithm
4. Which of the following is a characteristic of a data warehouse in a BI system?
 - (i) It stores real-time transactional data
 - (ii) It is optimized for online transaction processing (OLTP)
 - (iii) It integrates data from multiple sources for reporting and analysis
 - (iv) It focuses on operational data management Data mart
5. Which of the following BI tools is used for analyzing historical data trends?
 - (i) Predictive analytics
 - (ii) Descriptive analytics
 - (iii) Prescriptive analytics
 - (iv) Diagnostic analytics

Cont...

SECTION - B (15 Marks)Answer **ALL** Questions**ALL** Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Bring out major issues in data mining.

OR

- b What is a data warehouse? Explain its functionalities.

- 7 a Outline the concept related to data reduction.

OR

- b Summarize the concept of hierarchy generation.

- 8 a Describe the perceptions of association rule mining.

OR

- b Classify single-dimensional and multi-dimensional association rule.

- 9 a Sketch out computerized decision support systems with an example.

OR

- b State the outline of transaction processing.

- 10 a Organize BI techniques with suitable example.

OR

- b Explain connecting BI systems to database.

SECTION - C (30 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Analyze functionalities and classifications of data mining system.

OR

- b Discover the details of data warehouse implementation.

- 12 a Classify data cleaning and discretization with an example.

OR

- b Survey the views of data mining tasks.

- 13 a Examine mining single-dimensional Boolean association rules.

OR

- b Highlight mining multi-dimensional association rules from data warehouse.

- 14 a Categorize a framework for BI with an example.

OR

- b Justify intelligence creation and use of BI.

- 15 a Identify tools of BI and integration implementation.

OR

- b Survey connecting BI to other enterprise systems.

Z-Z-Z

END