

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA(IS) DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

DATA MINING AND BUSINESS INTELLIGENCE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 What are the functions of Data Mining?
 - (i) Association and correctional analysis classification
 - (ii) Prediction and characterization
 - (iii) Cluster analysis and Evolution analysis
 - (iv) All of the above
- 2 Data mining is
 - (i) Time variant non-volatile collection of data
 - (ii) The actual discovery phase of a knowledge
 - (iii) The stage of selecting the right data
 - (iv) None of these
- 3 What is KDD in data mining?
 - (i) Knowledge Discovery Database
 - (ii) Knowledge Discovery Data
 - (iii) Knowledge Data definition
 - (iv) Knowledge data house
- 4 _____ is the output of KDD
 - (i) Query
 - (ii) Useful Information
 - (iii) Data
 - (iv) information
- 5 Which one of the following statements is not correct about the data cleaning?
 - (i) It refers to the process of data cleaning
 - (ii) It refers to the transformation of wrong data into correct data
 - (iii) It refers to correcting inconsistent data
 - (iv) All of the above
- 6 _____ is the heart of the warehouse
 - (i) Data mining database servers
 - (ii) Data mart database servers
 - (iii) Data warehouse database servers
 - (iv) Relational data base servers
- 7 Choose the option on which database architecture is based.
 - (i) SQL server
 - (ii) RDBMS
 - (iii) DBMS
 - (iv) Sybase
- 8 Business intelligence is only possible with big applications like power BI _____
 - (i) Yes, if it doesn't have a database, it's not really BI
 - (ii) No, Business intelligence means using data to support your case and displaying it in an understandable way
 - (iii) No, anything can be used as business intelligence
 - (iv) Yes, Expensive software is necessary
- 9 Which of the following forms of data mining assigns records to one of a predefined set of classes?
 - (i) Classification
 - (ii) Clustering
 - (iii) Both A and B
 - (iv) None

Cont...

- 10 Which of the following is not belonging to data mining?
(i) Knowledge extraction (ii) Data transformation
(iii) Data exploration (iv) Data archaeology

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a Narrate the Classification of Data Mining Systems.
OR
b Describe the Data Warehouse Architecture.
- 12 a Explain Data Cleaning.
OR
b Narrate the Data Mining Primitives.
- 13 a Sketch the Association Rule and its basic concepts.
OR
b Summarize the Multiple-Level Association Rules.
- 14 a How Business Intelligence is important?
OR
b Outline the BI Implementation Steps.
- 15 a Explain the ethics and business intelligence.
OR
b Describe RFID.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Discuss the Major Issues in Data Mining.
- 17 Categorize the Major Tasks in Data Preprocessing.
- 18 Analyze the mining multilevel association rules from transactional databases.
- 19 Outline the Business Intelligence Framework and Components.
- 20 Elucidate the Future of Business Intelligence.

Z-Z-Z

END