18CBA30

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – **COMMERCE (BUSINESS ANALYTICS)**

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. Data Mining refers to ____.
   i) Special fields for database
   ii) Knowledge discovery from large database
   iii) Knowledge base for the database
   iv) Collections of attributes

2. ____ is the output of KDD process.
   i) Query ii) Useful information
   iii) Information iv) Data

3. What kinds of data can be mined?
   i) Database data ii) Datawarehouse data
   iii) Transactional data iv) All of the above

4. _____ algorithm is used to calculate the association rules between object?
   i) Apriori ii) K-mean
   iii) SVM iv) EM

5. The ____ life cycle is designed for big data problems and data science objects?
   i) Data analytic ii) Data Preparation
   iii) Deployment iv) Validation

SECTION - B (15 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 3 = 15)

6. a Write short notes about the trends in data warehousing.
   OR
   b Describe the features of Data Warehouse.

7. a Discuss the various operations on Data Cube.
   OR
   b Elucidate the OLAP models.

8. a Explain the KDD process.
   OR
   b What is Data mining? List out and explain the functionalities of Data Mining.

9. a List out the generating rules for Apriori Algorithm.
   OR
   b Explain the market Basket Analysis in detail.

10. a Write short notes on Market Segmentation.
    OR
    b Explain the click stream mining.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 x 6 = 30)

11. a Explain in detail about the building blocks of Data Warehouse.

OR

b Demonstrate the Life cycle of Data Business Intelligence.

12. a Differentiate ROLAP and MOLAP with examples.

OR

b Explain the BI and DW Architectures and its types.

13. a Briefly explain the Data Reduction in Data mining.

OR

b Discuss the Classification of Data mining systems with examples.

14. a Describe the Clustering Technique in Data mining with examples.

OR

b Explicate the Classification Techniques Decision trees.

15. a Explain the key roles of Successful Analytic Project.

OR

b Describe the main phases of Big data analytics life cycle with examples.

Z-Z-Z END