

Exam Date & Time: 30-Sep-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins+ Grace Time : 15mins

BCom DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - COMMERCE (BUSINESS ANALYTICS)
DATA MINING AND BUSINESS INTELLIGENCE [17CBA30]

Marks: 75

Duration: 225 mins.

SECTION A

Answer all the questions.

- 1) Define: "Date Warehouse". (2)
- 2) What is data warehouse metadata? (2)
- 3) What do you mean by business intelligence? (2)
- 4) Define the term "OLAP". (2)
- 5) What is data cleaning? (2)
- 6) Mention the various tasks to be accomplished as part of data pre-processing. (2)
- 7) List two interesting measures for association rules. (2)
- 8) What is the purpose of Data mining technique? (2)
- 9) Write down the data mining for retail industry. (2)
- 10) Define: "Data Analytics". (2)

SECTION B

Answer all the questions.

- 11) Distinguish between the data warehousing and data marts. (5)
 - a)
- [OR] How is a data warehouse different from a database? How are they similar? (5)
 - b)
- 12) Compare the OLTP and OLAP systems. (5)

- a)
[OR] Describe the snowflakes and fact constellations. (5)
b)
- 13) What are the steps involved in KDD process? Explain. (5)
a)
- [OR] Write down the functionalities of data mining. (5)
b)
- 14) Explain the market basket analysis problem. (5)
a)
- [OR] List the techniques to improve the efficiency of Apriori algorithm. (5)
b)
- 15) Write down the role of data scientists. (5)
a)
- [OR] Describe the main purpose of big data in data analytics. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Discuss the various components of data warehousing. (10)
- 17) Explain the complete architecture of data warehousing. (10)
- 18) What are the classifications of data mining systems? Explain. (10)
- 19) Illustrate the generating association rules from frequent itemsets. (10)
- 20) Explain the developing core deliverables for stakeholders. (10)

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