

Master's Degree Examination- November 2017
V Semester

Class: III M.C.A.
Major: Computer Applications

Max. Marks: 60
Time: 3 Hours

12MCACO28 Data Analytics and Business Intelligence

PART – A
Answer the following

(10 * 0.5 = 5)

Choose the correct answer:

- 1) Correlation coefficient lies between _____.
a) 0 & 1 b) 0 & 2 c) -1 & 1 d) 1 & 2
- 2) A _____ is used to test the variances of two populations are equal.
a) alpha test b) beta test c) F test d) group test
- 3) _____ is a scripting language for statistical data manipulation and analysis.
a) SQL b) PL/1 c) QBE d) R
- 4) _____ analytics is generally used for future prediction and forecasting based on existing patterns and trends.
a) Predictive b) Prescriptive c) Diagnostics d) Descriptive
- 5) _____ refers to datasets whose size is beyond the ability of typical database software tools to capture, store, manage and analyze.
a) Data mining b) Data warehouse c) DBMS d) Big Data
- 6) _____ risk analytics focus on understanding the likelihood that the values of a portfolio will decrease due to the change in stock prices, interest rates, foreign exchange rates and commodity prices.
a) Market b) Credit c) Operational d) Financial
- 7) _____ refers to mining the content of unstructured data, by automatically reading large documents of text written in natural language.
a) Web mining b) Text mining c) Data mining d) R mining
- 8) _____ are some popular OLAP tools.
a) Metacube, Informix b) Oracle Express, Essbase c) HOLAP d) MOLAP
- 9) Business Intelligence reporting system cannot do which of the following operations?
a) Filter data b) Group Data c) Modify data d) Both filter and group data
- 10) Which of the following are not done by business intelligence systems?
a) Analyze past and current activities only b) Process and record transactions only
c) Both of the above d) Neither of the above

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PART – B

(5 *4 =20)

Answer all the Questions

Each answer should not exceed 200 words or one page

- 11) a) Define the following: i) Probability Density Function ii) Probability Distribution Function.
(or)
b) What is Cross Validation? Explain.
- 12) a) What is R? Write down the features of R.
(or)
b) What is forecasting? Explain.
- 13) a) What is Big Data? Why is Big Data Analytics important?
(or)
b) Describe the risk of big data.
- 14) a) Differences among data, information and knowledge.
(or)
b) What are the factors driving business intelligence? Explain.
- 15) a) Who are the major business intelligence vendors? Explain.
(or)
b) Explain the future of business intelligence.

PART – C

(5 *7 =35)

Answer all the Questions

Each answer should not exceed 600 words or three pages

- 16) a) Explain briefly about the hypothesis testing.
(or)
b) What is correlation? Distinguish between correlation and regression.
- 17) a) What are the basic data types supported by R? Explain with examples.
(or)
b) Explain about the Predictive analytics.
- 18) a) Discuss the Open-source technology for big data analytics.
(or)
b) Explain the importance of data visualization.
- 19) a) Explain how business intelligence differs from each of the following:
i) Data warehousing ii) Data mining iii) Decision support system
(or)
b) What are the four synergistics business intelligence capabilities? Explain.
- 20) a) Discuss about the management of business intelligence.
(or)
b) Explain the features of any two business intelligence tools.
