Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A+ Grade by NAAC. Recognized by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II - October 2024

Semester – III

Class: II UG **Time: 2 Hrs.**

Major: B.Com(CA) **Max.Marks: 60**

23BCCSE1B- Business Intelligence

CO1: Able to comprehend the applications of Business Intelligence.
CO2: Capable to analysis performance management and decision support system of business.
CO3: Optimize the mining process and construct a model by choosing appropriate Business Intelligence technique.
CO4: Able to classify cluster and build network by implanting Business Intelligence methods.
CO5: Identify various modern marketing techniques and problem solving application.

PART-A

Answer the following **(6 x1=6)**

1. Which one of the following refers to querying the unstructured textual data? **CO3:K1**
   a) Information access b)Information update
   c) Information retrieval. d)Information manipulation
2. KDD Stands for **CO3: K1**
   a)Knowledge Discovery Database. b) Knowledge Discovery Data
   c)Knowledge Data definition d)Knowledge data house
3. Well defined and recurring decision making procedure is called? **CO4:K1**
   a)Structured. b) Semi-structured c)Operational d)Unstructured
4. Data by itself is not useful unless **CO4: K1**
   a) It is massive b)It is processed to obtain information.
   c) It is collected from diverse sources d)It is properly stated
5. models consider a given system through several temporal stages, corresponding to a sequence of decisions. **CO5:K1**
   a)Iconic. b) analogical c) deterministic d) Dynamic
6. The full form for PCA is **CO5: K1**
   a)Principal Component Analysis b) Principle Component Analysis
   c) Partition Component Analysis d) Partial Component Analysis

PART – B

Answer any two of the following questions **(3x6 =18)**
(Answer should not exceed 400 words)

7. a) Elaborate the Text Mining Applications. **CO3:K2**
   (OR)
   b). What is the function of web mining? **CO3:K3**
8. a) What are the type of classification? **CO4:K3**
   (OR)
   b) Explain Evolution of Clustering Models. **CO4:K3**
9. a) Discuss about objectives of marketing models? **CO5: K3**
   (OR)
   b) What is CCR model? Give example. **CO5: K3**

PART-C

Answer any one of the following questions **(3x12=36)**
(Answer should not exceed 800 words)

10. a)Explain the basic concepts of Major tools and techniques of Text Mining Applications **CO3:K3**
    (OR)
    b) What are the Different between Data mining and web mining. **CO3:K4**
11. a)Explicate the Emerging trends in analytics of BI **CO4:K4**
    (OR)
    b) Explain the Classification problem. **CO4:K3**
12. a) Discuss above Logistic and production models **CO5:K3**
    (OR)
    b) Explain the Data Envelopment Analysis? **CO5:K3**

Staff In-charge-Dr.O.Mathuthra **No.of Copies- 60 + 60**