



Avinashilingam Institute for Home Science and Higher Education for Women

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

Continuous Internal Assessment Test-II April 2025 SEMESTER – VI

Class: III UG
Major: Computer Applications

Time: 2 hours
Maximum Marks: 60

21BCAC29 Data Analytics and Business Intelligence

Course Outcomes:

1. Analyze and explore the applications of data analytics.
2. Apply statistical techniques for data analysis.
3. Discover interesting patterns using data mining techniques.
4. Acquire knowledge on Business Intelligence through Data Mining.
5. Recommend suitable business intelligence tool for industry related problems.

Part A

Choose the Correct Answer

6X1=6

1. Which of the following is generally used in finding hidden structure and patterns in a given unlabelled data? CO3K2
a. supervised learning. b. unsupervised learning c. reinforcement learning d. None
2. If events A and B are independent, what is the probability of both A and B occurring? CO3K1
a. $P(A)+P(B)$ b. $P(A)*P(B)$ c. $P(A)/P(B)$ d. $P(A)-P(B)$
3. The primary purpose of data visualization in data science is _____. CO4K2
a. summarizing data b. communicating insights c. cleaning data d. storing data
4. Business intelligence (BI) is a broad category of application programs which includes
a. Decision support b. Data mining c. OLAP d. all of the above CO4K1
5. Business object is from _____. CO5K4
a. IBM b. Oracle c. Microsoft d. SAP
6. In Infosphere information _____ provides capabilities that help to transform data in any style. CO5K3
a. Governance catalog b. Server for data integration
c. Server for data quality d. Server enterprise edition

Part B

3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

- 7.a. Write notes on Outlier analysis. CO3K2
(or)
7. b. What is clustering and explain K-means clustering algorithm? CO3K3
8. a. Explain in detail about visualization and its tools. CO4K2
(or)
8. b. Discuss decision tree and spreadsheets in BI. CO4K2
9. a. What are the features of Intelligent Miner? Explain in detail. CO5K1
(or)
- 9.b. Discuss Business objects in detail. CO5K2

Part C

3x12=36

Answer ALL Questions

Each answer should not exceed 800 words or four pages

- 10.a. Discuss in detail about association data mining algorithm in detail. CO3K2
(or)
- 10.b. What is a Decision tree? Explain the ID3 algorithm. CO3K2
- 11.a. Discuss in detail about Principle Component Analysis. CO4K3
(or)
- 11.b. Explain data mining for business intelligence and explain how the intelligence model can be built. CO4K3
- 12.a. Explain about the Business Intelligence tool Cognos. CO5K2
(or)
- 12.b. Write on the BI tool XL Miner. CO5K2

No. of copies: 65(SF Campus-2)

Staff in-charge: Dr.V.Rachel