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 (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641043, Tamil Nadu, India

Bachelor's Degree Examination – November 2025
III Semester

Class : II UG | **Time : 3 Hours**
Major : B.Com CA | **Max. Marks : 100**

23BCCSE1B Business Intelligence

Course Outcomes:

At the end of the course, students will:
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 **10 x 1 = 10**

Choose the Correct Answer

1. Business Intelligence is primarily concerned with CO1K1
   a. Raw data only
   b. Programming
   c. Converting data into useful information
   d. Only knowledge sharing

2. The process which records daily business transactions. CO1K1
   a. Transaction Processing System (TPS) b. Data mining
   c. Dashboard d. OLAP

3. A system that helps managers in decision making is CO2K1
   a. DSS(Decision Support System) b. TPS
   c. ERP only d. Social media

4. The step "Plan Monitor ⟶ Measure" belongs to ⟶ CO2K1
   a. Business Performance Management
   b. Social media
   c. Advertising
   d. Marketing campaign

5. Web content mining extracts CO3K1
   a. Content from web pages b. Links between websites
   c. User browsing patterns d. System performance logs

6. Natural Language Processing(NLP) deals with CO3K1
   a. Human languages b. Programming only
   c. Procedures d. Storage

7. Logistic Regression is used for CO4K1
   a. Classification b. Documentation
   c. File saving d. Emailing

8. CRM stands for CO4K1
   a. Customer Relationship Management b. Client Response Model
   c. Customer Resource Management d. Customer Retail Marketing

9. Relational Marketing focuses on CO5K1
   a. Long -term customer relationships b. One-time sales
   c. Random Sales d. Frequent sales

10. Data Envelopment Analysis measures CO5K1
    a. Efficiency b. Profit only
    c. Accuracy of data d. Customer satisfaction

Part B — 5 x 6 = 30

Answer ALL questions

Each Answer should not exceed 400 words or two pages

11.a. Write a short note on Data, Information and Knowledge in Business Intelligence.	CO1K3
(or)	
11.b. Differentiate between OLTP and OLAP with examples.	CO1K2
12.a. Write a note on the role of dashboards in monitoring performance.	CO2K3
(or)	
12.b. Describe Decision Support System (DSS) and its main features.	CO2K2
13.a. Interpret the role of Natural Language Processing (NLP).	CO3K3
(or)	
13.b. Distinguish between Data mining and Web mining.	CO3K2
14.a. Illustrate the taxonomy of classification models.	CO4K3
(or)	
14.b. Compare hierarchical methods with partitioning methods in terms of data handling.	CO4K3
15.a. Examine the concept relational marketing and its significance in BI.	CO5K4
(or)	
15.b. Point out the characteristics of a good operation system.	CO5K4

Part C — 5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16.a. Analyze the tools and techniques that drive Business Intelligence outcomes.	CO1K4
(or)	
16.b. Investigate how BI framework enables managers to take better decisions.	CO1K4
17.a. Investigate different methodologies of Business Performance Management with examples.	CO2K4
(or)	
17. b. Illustrate the representation of decision-making process with suitable diagram.	CO2K3
18. a. Discriminate the steps involved in developing a mathematical model.	CO3K4
(or)	
18. b. Examine how various classes of model contribute to decision making	CO3K4
19. a. Explain the step-by -step process of implementing Business Intelligence in organizations.	CO4K3
(or)	
19. b. Evaluate the effectiveness of Neural networks and Support Vector Machines in BI.	CO4K4
20. a. Discuss the application of optimization models in logistics and supply chain decision making.	CO5K3
(or)	
20. b. Illustrate how Data Envelopment Analysis (DEA) measures efficiency across business units.	CO5K3

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