



K. Sambalala

Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3of UGC Act 1956, Category A by MHRD [now MoE]

Re-accredited with an A++ Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore - 641043, Tamil Nadu, India

Continuous Internal Assessment II – October 2025

III Semester

Class : II UG

Major : B. Com (CA)

Time : 2 Hours

Max. Marks : 60

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

Choose the correct answer

6 x 1 = 6

- | | | |
|--|--------------------------|-------|
| 1. Natural Language Processing(NLP) deals with | | |
| a) Human languages | b) Programming only | CO3K1 |
| c) Procedures | d) Storage | |
| 2. Which of the following is not a type of web mining? | | |
| a) Web content mining | b) Web structure mining | CO3K1 |
| c) Web usage mining | d) Web data modeling | |
| 3. Logistic Regression is used for | | |
| a) Classification | b) Documentation | CO4K1 |
| c) File saving | d) Emailing | |
| 4. Bayesian methods are based on | | |
| a) Decision trees | b) Neural processing | CO4K1 |
| c) Probability theory | d) Linear regression | |
| 5. CCR model in BI applications is related to | | |
| a) Efficiency measurement | b) Clustering | CO5K1 |
| c) Sales force management | d) Text mining | |
| 6. Data Envelopment Analysis measures | | |
| a) Efficiency | b) Profit only | CO5K1 |
| c) Accuracy of data | d) Customer satisfaction | |

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

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|---|--|-------|
| 7. a) Interpret the role of Natural Language Processing (NLP). | | |
| (Or) | | CO3K3 |
| 7. b) Differentiate between Data mining and Web mining. | | CO3K2 |
| 8. a) Illustrate the taxonomy of classification models. | | CO4K3 |
| (Or) | | |
| 8. b) Compare hierarchical methods with partitioning methods in terms of data handling. | | CO4K3 |
| 9. a) Examine the concept of relational marketing and its significance in BI. | | CO5K3 |
| (Or) | | |
| 9. b) Point out the characteristics of a good operating system. | | CO5K3 |

Part C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

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|---|--|-------|
| 10. a) Elucidate the concept of text mining and discuss the role of text mining tools in analyzing unstructured data. | | CO3K2 |
| (Or) | | |
| 10. b) Explain the process of web mining with a neat diagram. | | CO3K2 |
| 11. a) Examine the step-by-step process of implementing BI in organizations. | | CO4K3 |
| (Or) | | |
| 11. b) Evaluate the effectiveness of Neural networks and Support Vector Machines in BI. | | CO4K3 |
| 12. a) Discuss the application of optimization models in logistics and supply chain decision making. | | CO5K3 |
| (Or) | | |
| 12. b) Illustrate how Data Envelopment Analysis (DEA) measures efficiency across business units. | | CO5K3 |