



Jambal

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

Bachelor's Degree Examination – November 2024
III Semester

Class : II UG
Major : B.Com CA

Time: 3 Hours
Max. Marks: 100

23BCCSE1B Digital Business: Business Intelligence

Course Outcomes:

- 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. Which Business Intelligence tool is used for data mining?
a. SPSS
b. SAS
c. R
d. Excel
CO1 K1
2. What is the primary ethical concern when collecting and analysing customer data?
a. Security
b. Privacy
c. Accuracy
d. Compliance
CO1 K1
3. Which stage of the performance management cycle involves setting goals and objectives?
a. Execution
b. Monitoring
c. Planning
d. Evaluation
CO2 K1
4. What is the key benefit of using a Decision Support System?
a. Improved data security
b. Increased Productivity
c. Reduced Costs
d. Enhanced decision-making
CO2 K1
5. What is the first step in the text mining process?
a. Text Pre-processing
b. Pattern discovery
c. Data Visualization
d. Text Analysis
CO3 K1
6. The process of automatically discovering and extracting useful patterns, relationships, or insights from web data.
a. Text mining
b. Web mining
c. Text tools
d. Web usage
CO3 K1
7. The machine learning models inspired by the human brain's structure and function, used to analyse complex data relationships and patterns in Business Intelligence.
a. Integration
b. Bayesian model
c. Neural Networks
d. Clustering
CO4 K1
8. The statistical techniques used in Business Intelligence to update probabilities based on new data, enabling informed decision-making under uncertainty.
a. Clustering methods
b. Hierarchical Methods
c. Neural Networks
d. Bayesian methods
CO4 K1
9. The statistical technique used in Business Intelligence to predict the likelihood of customers stopping their subscription or relationship with a company.
a. CCR model
b. Logistical mode
c. Efficient Frontier
d. Supply chain model
CO5 K1
10. Analyzing and optimizing sales process to maximize revenue, customer satisfaction, and sales team performance is
a. Supply chain optimization
b. Sales Force Management
c. Logistic and Production Management
d. Data Envelopment Analysis
CO5 K1

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

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| 11. a. Differentiate between Transaction Processing and Analytic Processing.
(or) | CO1 K3 |
| 11. b. What are the benefits of Business Intelligence Framework? | CO1 K3 |
| 12. a. List out the tools and techniques used in Performance Measurement?
(or) | CO2 K3 |
| 12. b. Enumerate the types of Performance Dashboards and Scorecards. | CO2 K3 |
| 13. a. Explain the Text Mining Tools.
(or) | CO3 K3 |
| 13. b. What are the techniques used in Web Structure Mining? | CO3 K3 |
| 14. a. Briefly discuss about metrics in Evaluation of Classification Model.
(or) | CO4 K3 |
| 14. b. Express the types of Neural Networks. | CO4 K3 |
| 15. a. Narrate the benefits of CCR Model.
(or) | CO5 K3 |
| 15. b. How do you identify the Good Operating Practices? | CO5 K3 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

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| 16. a. Describe the major tools and techniques of Business Intelligence.
(or) | CO1 K4 |
| 16. b. Explain about components of Business Intelligence Architectures. | CO1 K4 |
| 17. a. Demonstrate various Business Performance Management Methodologies.
(or) | CO2 K5 |
| 17. b. Evaluate and Estimate the benefits and challenges in Development of a Decision Support System. | CO2 K5 |
| 18. a. What are the steps involved in Text Mining Process? Explain.
(or) | CO3 K3 |
| 18. b. Express the benefits and challenges behind the Web Mining. | CO3 K4 |
| 19. a. Explain the Evaluation metrics used in Evaluation of Clustering Models.
(or) | CO4 K4 |
| 19. b. Write a brief note on the following:
(i) Bayesian Methods (ii) Hierarchical Methods | CO4 K5 |
| 20. a. (i) Determine the benefits of Sales Force Management.
(ii) What are the challenges faced in Sales Force Management?
(or) | CO5 K4 |
| 20. b. (i) Explain the Supply Chain Optimization Techniques.
(ii) Demonstrate about Supply Chain Optimization Tools. | CO5 K4 |