



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. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – June 2021 VI Semester

Class : III UG

Time : 3 Hours

Major : Computer Applications

Max. Marks : 100

18BCAC29 Data Analytics and Business Intelligence

Part A

10 x 1 = 10

Choose the Correct Answer

1. Which of the following is not a major data analytics approach? CO1 K2
 - a. Data mining
 - b. Predictive Intelligence
 - c. Business Intelligence
 - d. Text analytics
2. _____ is rapidly being adopted for computing descriptive and query types of analytics on Big data. CO1 K1
 - a. EDR
 - b. Hadoop
 - c. Azure
 - d. InfoSight
3. _____ involves predicting a response with meaningful magnitude, such as stock price or return on investment CO2 K2
 - a. Regression
 - b. Summarization
 - c. Clustering
 - d. Classification
4. Which of the following statement is true about outliers in linear regression? CO2 K2
 - a. Linear regression is not sensitive to outliers
 - b. Linear regression is sensitive to outliers
 - c. can't say
 - d. none of the above
5. Which of the following is a data warehouse ? CO3 K1
 - a. Can be updated by end users
 - b. Contains numerous naming conventions and formats
 - c. Organized around important subject areas
 - d. Contains only current data
6. How many categories of functions involved in data analytics? CO3 K1
 - a. 2
 - b. 3
 - c. 4
 - d. 5
7. Which of the following area is affected by BI? CO4 K2
 - a. Revenue
 - b. CRM
 - c. Sales
 - d. Decision support
8. _____ requires input data concerned with future events. CO4 K1
 - a. Project management model
 - b. Learning model
 - c. Predictive model
 - d. Optimization model
9. Which of the following tools is not part of Cognos BI 10.2? CO5 K2
 - a. Cognos Connection
 - b. Analysis Studio
 - c. Cognos Reporter
 - d. Cognos Workspace
10. Within Cognos Connection, _____ objects are used to control the display of one or more reports in a single portal page or in a dashboard. CO5 K1
 - a. Calculations
 - b. Global Filters
 - c. News items
 - d. Policies

Part B **5 x 6 = 30**
Answer ALL questions
Each answer should not exceed 400 words or two pages

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| 11.a. State Data Analytics and List the types of Data Analytics.
(or) | CO1 K2 |
| 11.b. Examine the techniques to Cleanse and Aggregate Data | CO1 K3 |
| 12.a. Describe how to Build Descriptive and Predictive Models
(or) | CO2 K2 |
| 12.b. Illustrate Gaussians Maximum Likelihood Function | CO2 K2 |
| 13 a. Differentiate Star Schema and Snowflake Schema
(or) | CO3 K2 |
| 13 b. Explain the advantage of using Probability in Data Mining. | CO3 K2 |
| 14.a. Analyze the usage of Data mining in Business Intelligence.
(or) | CO4 K4 |
| 14.b. Describe how to develop the Intelligence model. | CO4 K2 |
| 15 a. Expound any two Business Object Tools
(or) | CO5 K2 |
| 15.b. Categorize the role of Intelligent Miner in Business Intelligence | CO5 K4 |

Part C **5 x 12 = 60**
Answer ALL questions
Each answer should not exceed 800 words or four pages

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| 16.a. Examine the different types of analytics.
(or) | CO1 K2 |
| 16.b. Explain the following techniques with suitable example
i. Collect Data (3 marks)
ii. Store Data (3 marks)
iii. Transform Data (3 marks)
iv. Analyze Data (3 marks)
v. | CO1 K2 |
| 17.a. Generalize the concepts on Five methods of Statistical Data analytics
(or) | CO2 K2 |
| 17.b. How to Apply Linear and Non-Linear Regression in Predictive Models?
Explain with an example. | CO2 K3 |
| 18.a. Illustrate Data warehouse features. Explain the architecture of a data warehouse
with a suitable block diagram.
(or) | CO3 K3 |
| 18.b. Discuss about Data Mining Functionalities | CO3 K2 |
| 19.a. Analyze how Data Mining used for Business Intelligence in
i. Decision Tree (4 marks)
ii. Spreadsheet (4 marks)
iii. Visualization Tools (4 marks)
(or) | CO4 K2 |
| 19.b. Explain the various strategic techniques used in implementing Business Intelligence. | CO4 K2 |
| 20.a. Examine the tools used for Business Intelligence
(or) | CO5 K2 |
| 20.b. Illustrate how XL Miner used in Business Intelligence. | CO5 K2 |
