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**Question Paper Code : J1135**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2018.

Fourth Semester

Technology Management

DBA 7018 — DATA MINING AND BUSINESS INTELLIGENCE

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Differentiate between text mining and spatial mining.
2. How is BI process used in Private and Public Intelligence?
3. Distinguish between OLTP and OLAP.
4. What is meta-data model?
5. List data mining tools.
6. What is support vector machine?
7. List the ethical and legal limits of BI software.
8. What is Crypto analysis?
9. What are the applications of data mining?
10. State the uses of BI in crime management.

PART B — ( $5 \times 13 = 65$  marks)

11. (a) Explain data mining and the various processes of data mining.
- Or
- (b) Explain the various strategic techniques used in implementing BI.
12. (a) Explain data mart and virtual data warehouse with an example.
- Or
- (b) Explain in detail the extract/transform/load (ETL) design of an automated warehouse.
13. (a) Explain the data mining techniques used in neural networks with special reference to decision trees.
- Or
- (b) Explain the Ant Colony Optimization technique used for market basket analysis.
14. (a) What is a course website? List and discuss the steps involved in setting up a course website.
- Or
- (b) Explain the technological requirements for managing and organizing an effective BI team.
15. (a) Explain the requisite for implementing business intelligence software on the web.
- Or
- (b) Explain the role of BI in healthcare industry.

PART C — ( $1 \times 15 = 15$  marks)

16. (a) What are the difficulties encountered while applying the Data mining techniques in Genetics sector?
- Or
- (b) Describe the legal and ethical issues involved in BI on web.

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**Question Paper Code : BS2135**

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

Fourth Semester

Technology Management

DBA 7018 — DATA MINING AND BUSINESS INTELLIGENCE

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is meant data mining?
2. How to implement the business intelligence?
3. Write the characteristics of data warehouse.
4. Differentiate between OLTP and OLAP.
5. Define clustering.
6. What are support vector machines?
7. List out the advantages of information technology in business.
8. What are ethical and legal limits of BI?
9. List out the applications of data mining.
10. What is meant by CRM?

PART B — (5 × 13 = 65 marks)

11. (a) (i) What is text mining? Explain different approaches to text mining. (8)
  - (ii) What are the major issues in data mining? (5)
- Or
- (b) Describe in detail about implementing of business intelligence.

12. (a) Describe in detail data ware house architecture and its components with neat sketch.

Or

- (b) Write short notes on :
- (i) Meta data models.
  - (ii) Transformation.
13. (a) What is meant classification? Explain decision tree classification algorithm with example.

Or

- (b) What is association rule mining? Explain the various rules of association rule mining based on the dimensions of data involved in the rule set.
14. (a) Discuss business intelligence software and its contribution towards the development of business.

Or

- (b) (i) Explain the various modern techniques of crypt analysis. (8)  
(ii) Write short notes on organizing an effective BI term. (5)
15. (a) Analyse the role of data mining and business intelligence applications in banking.

Or

- (b) Write short notes on :
- (i) Stock pricing
  - (ii) Crime
  - (iii) Genetics application development using data mining.

**PART C — (1 × 15 = 15 marks)**

16. (a) Discuss how data mining techniques used to analysis customer perception towards online shopping.

Or

- (b) Discuss data mining and business intelligence applications play an importance role in production.

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**Question Paper Code : KJ1135**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

Fourth Semester

Technology Management

DBA 7018 — DATA MINING AND BUSINESS INTELLIGENCE

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ( $10 \times 2 = 20$  marks)

1. What is process mining?
2. Distinguish between private and public intelligence.
3. What are the characteristics of data warehouse?
4. What are the features of ETL design?
5. What is clustering?
6. When do you regression techniques?
7. Define Business Ethics.
8. What is Crypto analysis?
9. What are the uses of data mining in banking industry?
10. State the application of BI in retailing.

PART B — ( $5 \times 16 = 80$  marks)

11. (a) Explain different forms of data mining.

Or

- (b) Explain the limitations of strategic assessment and implementation of BI.



12. (a) Examine the design and development of data warehouse.

Or

(b) Explain in feature of OLTP and OLAP.

13. (a) Explain decision trees and neural networks as data mining techniques.

Or

(b) Explain the ant colony optimization technique used for market basket analysis.

14. (a) Discuss the legal and ethical limits of using business intelligence.

Or

(b) Explain the ways of creating an effective BI team.

15. (a) Explain how knowledge discovering process is used in business decision making.

Or

(b) Explain the techniques of knowledge discovery for business applications.

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**Question Paper Code : S1135**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

Fourth Semester

Technology Management

DBA 7018 – DATA MINING AND BUSINESS INTELLIGENCE

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. How data mining differs from data bases?
2. State how the process mining influences intelligence.
3. Write the characteristics of data warehouse.
4. Critically comment on the inferences of ETL.
5. What is the need for forming clusters of information?
6. Create few association rules and how they are framed.
7. What do you infer from BI? Who will use this?
8. Summarize the qualities of BI Team.
9. How the applications are developed from BI?
10. Can BI is used for DM? Or vice versa? Justify.

PART B — (5 × 16 = 80 marks)

11. (a) Describe the strategic assessment of BI implementation. What are public and private intelligence? Where are they applied?

Or

- (b) State the activities in text mining, web mining, and spatial mining. How huge volume of data are dealt with for such mining?



12. (a) Describe OLTP and OLAP. How meta data models are used in DM. Illustrate.

Or

- (b) How the data ware houses are designed and developed for a given application? Explain.

13. (a) State the principles of regression and correlation. How they are used in data mining? Explain the concept.

Or

- (b) Illustrate how GA, SVM and ACO are used in data mining techniques. Illustrate.

14. (a) Explain the concept of modern information technology. How BI on web is helpful in business opportunities?

Or

- (b) Illustrate the working of modern techniques of crypt analysis and decryption. How are they used in creating business opportunities?

15. (a) Describe the scenario on developing applications on retailing, and stock pricing.

Or

- (b) Write short notes on CRM, Banking and medical application development using DM.



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**Question Paper Code : 80135**

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Fourth Semester

Technology Management

DBA 7018 — DATA MINING AND BUSINESS INTELLIGENCE

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain the process of knowledge discovery in databases.
2. Explain Data Mining functionalities.
3. Compare OLAP and OLTP.
4. Explain Data Warehousing, Data marts and Virtual warehouses.
5. Define Support of a rule and Confidence of a rule.
6. Compare the pros and cons of decision tree and neural network classification methods.
7. What is Business Intelligence and how it is related to Data Mining.
8. Explain the role of ICT Sector in expanding Economic Opportunity.
9. Discuss prospective Business Intelligence applications of Data Mining.
10. List the major challenges faced in bringing Data mining research to market.

PART B — (5 × 16 = 80 marks)

11. (a) Describe the role of data mining in spatial databases with example.

Or

- (b) Explain in detail about Text mining applications.



12. (a) Draw the Data warehouse architecture and explain its components. Give an account on different types of OLAP tools

Or

- (b) Explain different OLAP operations on Multidimensional data. What are the similarities and differences between Concept Description and OLAP.
13. (a) Explain Linear Regression and non-linear regression using an example. Also explain classification by back-propagation method of Neural network.

Or

- (b) What is Association Rule Mining? What are the types of Association Rules? Illustrate the limitation of support-confidence framework for evaluation of an Association Rule.
14. (a) Explain Business Intelligence Issues. Explain Market Basket Analysis.

Or

- (b) What is Competitive intelligence and economic or industrial espionage. Explain the various forms of industrial espionage.
15. (a) List the characteristics of a Business Intelligence Solution. Explain how Business Intelligence can help companies analyze changing trends in market share or changes in customer behavior.

Or

- (b) Explain how Business Intelligence tools can be used by banks for historical analysis, performance budgeting, business performance analytics, employee performance measurement, executive dashboards, marketing and sales automation, product innovation, customer profitability, regulatory compliance and risk management.