Reg. No. | | | | | | | | |

G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.

UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.Com., BUSINESS ANALYTICS

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
IV	PART - III	ELECTIVE GENERIC - 4	U23BA4A4	BUSINESS DATA WAREHOUSING

Date & Session: 03.05.2025/AN **Time : 3 hours** **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	_____ is a subject-oriented, integrated, time-variant, nonvolatile collection of data in support. a) Data Mining b) Data Warehousing c) Web Mining d) Text Mining
CO1	K2	2.	Data can be updated in _____environment. a) Data Warehouse b) Data Mining c) Operational d) International
CO2	K1	3.	_____ is the goal of data mining. a) To explain some observed event or condition. b) To confirm that data exists c) To analyze data for expected relationships. d) To create a new data warehouse.
CO2	K2	4.	The full form of KDD is _____. a) Knowledge database. b) Knowledge discovery in database c) Knowledge data house d)Knowledge data definition
CO3	K1	5.	Classification rules are extracted from _____. a) root node b) decision tree c) siblings d) branches
CO3	K2	6.	Capability of data mining is to build _____ models. a) retrospective. b) interrogative. c) predictive d) imperative
CO4	K1	7.	_____ is a method of incremental conceptual clustering. a) CORBA b) OLAP c) COBWEB d) STING
CO4	K2	8.	The goal of _____ is to discover both the dense and sparse regions of a data set. a) Association rule. b) Classification c) Clustering d) Genetic Algorithm.
CO5	K1	9.	Pick the wrong data mining functionality among the given data mining functionalities. a) Classification b) Clustering c) Class Description d) Object Description
CO5	K2	10.	Classification and regression are the properties of _____. a) data analysis b) data manipulation c) data mining d) data classification

Course Outcome	Bloom's K-level	Q. No.	**SECTION – B (5 X 5 = 25 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K3	11a.	Build the data warehouse architecture with neat sketch. **(OR)**
CO1	K3	11b.	Find the steps involved in Knowledge Discovery in Databases Process.
CO2	K3	12a.	Determine the functionalities of Data Mining. **(OR)**
CO2	K3	12b.	Identify the approaches in Data Mining Multidimensional Association Rule.
CO3	K4	13a.	Distinguish between classification and prediction in data mining. **(OR)**
CO3	K4	13b.	Examine the techniques used to evaluating the accuracy of classifier or predictor in Data Mining.
CO4	K4	14a.	Analyse the various requirements of clustering in datamining. **(OR)**
CO4	K4	14b.	Analyse the categories of constraint-based cluster analysis.
CO5	K5	15a.	Assess the various types of algorithms used by WEKA datamining tool. **(OR)**
CO5	K5	15b.	Critically evaluate the advantages and disadvantages of Using Weka.

Course Outcome	Bloom's K-level	Q. No.	**SECTION – C (5 X 8 = 40 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K3	16a.	Find the OLAP operations in data warehouse. **(OR)**
CO1	K3	16b.	Identify the steps used in Data Pre-processing.
CO2	K4	17a.	Analyse the various issues in Data Mining. **(OR)**
CO2	K4	17b.	Categorize the various types of association rules in data mining.
CO3	K4	18a.	Analyse the various process of building a classification model in data mining. **(OR)**
CO3	K4	18b.	Classify the methods for constructing an Ensemble Classifier.
CO4	K5	19a.	Evaluate the various methods of clustering. **(OR)**
CO4	K5	19b.	Assess the different types of outlier detection.
CO5	K5	20a.	Assess the features of WEKA. **(OR)**
CO5	K5	20b.	Evaluate the steps to build your own classifier in data mining using WEKA tool.