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

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

UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 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:10.11.2025/FN **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.	The important aspect of the data warehouse environment is that data found within the data warehouse: a) subject oriented b) time variant c) integrated d) All the above
CO1	K2	2.	Data is stored, retrieved and updated in _____. a) OLAP b) OLTP c) SMTP d) FTP
CO2	K1	3.	Classification rules are extracted from _____. a) root node b) decision tree c) siblings d) branches.
CO2	K2	4.	Multidimensional database is otherwise known as_____. a) RDBMS b) DBMS c) EXTENDED RDBMS d) EXTENDED DBMS
CO3	K1	5.	_____errors are the expected errors generated by a model because of unknown records. a) Training b) Generalization c) Test d) Misclassification
CO3	K2	6.	Decision tree builds _____ models in the form of a tree structure a) classification b) regression c) both d) none
CO4	K1	7.	Which algorithm is used for partitional clustering? a) CURE b) FP growth c) Apriori d) DBSCAN
CO4	K2	8.	Which of the following function is used for k-means clustering? a) k-means b) k-mean c) heatmap d) none of these
CO5	K1	9.	Which of the following is not a requirement of clustering? a) Scaling of data b) Large dimensionality c) Divisive clustering d) Arbitrary shaped cluster detection
CO5	K2	10.	What does WEKA stand for? a) Wise Electronic Knowledge Access b) Waikato Environment for Knowledge Analysis c) World Environmental Knowledge Academy d) Web Enhanced Knowledge Assistant

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.	What is data warehousing? State its characteristics. **(OR)**
CO1	K3	11b.	What type of benefit you might hope to get from data mining?
CO2	K3	12a.	How can Data Mining help business analyst? **(OR)**
CO2	K3	12b.	What is Data Reduction? Discuss in brief.
CO3	K4	13a.	Explain the issues regarding classification and prediction? **(OR)**
CO3	K4	13b.	What is called Bayesian classification?
CO4	K4	14a.	Define Clustering. List the basic requirements of cluster analysis. **(OR)**
CO4	K4	14b.	Infer the working of k-means clustering.
CO5	K5	15a.	Demonstrate the use of filters in WEKA. **(OR)**
CO5	K5	15b.	Explain about market basket Association mining.

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.	Explain the 3-tier data ware house architecture and its various components. **(OR)**
CO1	K3	16b.	Differentiate Operational database versus data warehouse.
CO2	K4	17a.	Narrate the meaning and importance of Association Rule Mining. **(OR)**
CO2	K4	17b.	What is KDD? Explain about data mining as a step in the process of knowledge discovery.
CO3	K4	18a.	Outline the concept of Classification by Decision Tree Induction. **(OR)**
CO3	K4	18b.	Discuss about Rule based Classification method.
CO4	K5	19a.	What is clustering analysis? Explain different types of data in clustering with an example. **(OR)**
CO4	K5	19b.	Discuss the key issues in hierarchical clustering algorithm.
CO5	K5	20a.	Critically evaluate the advantages and disadvantages of Using WEKA. **(OR)**
CO5	K5	20b.	Evaluate the steps to build your own classifier in data mining using WEKA tool.