



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination, December 2021**

**Program: BBA Digital Marketing**  
**Subject/Course: Data Mining & Business Intelligence**  
**Course Code: DSIT 3001**

**Semester: 5**  
**Duration: 03 Hours**  
**Max. Marks: 100**

<b>Q.No</b>	<b>Section A (Type the answers in the text box)</b>	<b>10QX2M=20 Marks</b>	<b>COs</b>
1	Business Intelligence (BI) is a broad category of application programs which include: a. Decision Support b. Data Mining c. OLAP d. All the above.	2	1
2	Which of the following is an essential process in which the intelligent methods are applied to extract data patterns? a. Warehousing b. Data Mining c. Text Mining d. Data Selection	2	1
3	KPI stands for? a. Key Performance Indicators b. Key Performance Identifier c. Key Processes Identifier d. Key Processes Indicators	2	1
4	_____ is a system where operations like data extraction, transformation and loading operations are executed. a. Data staging b. Data integration c. ETL d. None of the above	2	1
5	Business intelligence equips enterprises to gain business advantage from data a. TRUE b. FALSE c. Can be true or false d. Can not say	2	1
6	In data mining, this is a technique used to predict future behavior and anticipate the consequences of change. a. disaster recovery b. phase change c. Digital Silhouettes d. predictive modeling	2	1

7	Data Mining refers to a. Special fields for Database b. Knowledge discovery from large Database c. Knowledge base for the Database d. Collection of attributes.	2	1
8	The Mean is the _____ of a dataset a. Average b. Middle c. Central d. Ordered	2	1
9	Data Mining turns a large collection of Data into _____ a. Database b. Knowledge c. Queries d. Transactions.	2	1
10	What kinds of data can be mined? a. Database Data b. Data Warehouse Data c. Transactional Data d. All the above.	2	1
<b>Q.No</b>	<b>Section B (Scan &amp; Upload)</b>	<b>4QX5M=20 Marks</b>	<b>COs</b>
1	Define Data Mining & list its features.	5	1
2	Discuss the key features of Data Mining?	5	2
3	Mention five popular BI Tools used by Business Analysts.	5	1
4	Differentiate between OLTP & OLAP.	5	2
<b>Q.No</b>	<b>Section C (Scan &amp; Upload)</b>	<b>3QX10M=30 Marks</b>	<b>COs</b>
1	What is regression technique? What is the output of this technique? <b>OR</b> Briefly discuss the significance of $R^2$ in Regression Analysis.	10	2
2	Explain the Association Rule in Data Mining? How is it useful to retailers?	10	3
3	Differentiate between Data Mining & Data Warehousing.	10	2
<b>Q.No</b>	<b>Section D (Scan &amp; Upload)</b>	<b>2QX15M=30 Marks</b>	<b>COs</b>
1	Explain why data warehouses are needed for developing business solutions from today's perspective. Discuss the role of data marts. <b>OR</b> Discuss ways in which Data Mining can be used in the area of Digital Marketing.	15	3
2	Discuss the various fields where data mining is used?	15	2