



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)  
END TERM EXAMINATION (TERM -IV )**

Subject Name: Business Intelligence and Data Mining (BIDM)

Time: **02.30 hrs**

Sub. Code: PGIT-01

Max Marks: **60**

**Note:**

**1. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2.5×08 = 20 Marks**

Q. 1 (A): Discuss the importance of Data Marts for businesses.

Q. 1 (B): What is Confusion Matrix? How it enables Prediction in Business Situations?

Q. 1 (C): What is ODS? How it is important in Data Warehousing solutions?

Q. 1 (D): Discuss the important steps in Data Warehouse Implementation.

Q. 1 (E): Discuss the role of Data Cleansing and Data Preparation for Mining Purposes.

Q. 1 (F): What is the importance of Decision Tree in data mining solutions?

Q. 1 (G): Discuss the role of Centroid for Clustering examples.

Q. 1 (H): Explain the application of Apriori Algorithm for Association Rule Mining.

**SECTION - B**

Attempt any five out of six questions

**04×05 = 20 Marks**

Q. 2: “Data Mining is transforming the business decision making”. Which business decisions can be benefitted with Data Mining applications?

Q. 3: What are the opportunities in Clustering for the businesses? Discuss with suitable example. How K Means algorithm works?

Q. 4: What is the role of Artificial Neural Networks in the Business Intelligence? Discuss with suitable example?

Q. 5: Discuss the important steps in Text Mining. How Text Mining can be used for enhancing the business operations?

Q. 6: How the Business Organisations can use Pivot Table in MS Excel for the Data mining purpose? Discuss the utility of MS-Excel for Data Mining applications.

Q. 7: Discuss the Web Structure Mining and VIPS Algorithm.

**SECTION - C**

Read the case and answer the questions

**10×02 = 20 Marks**

Q. 8: Case Study:

Do you think that what you post on social media remains private? Think again.

A new dashboard shows how much personal information is out there, and how companies are able to construct ways to make use of it for commercial benefits. A dashboard of conversations between two people Jennifer and Nicole over 45 days on Whatsapp.

There is a variety of categories that Nicole and Jennifer speak about, such as computers, politics, laundry, and desserts. The polarity of Jennifer’s personal thoughts and tone is overwhelmingly positive, and Jennifer responds to Nicole much more than vice versa, identifying Nicole as the influencer in their relationship.

The data visualization reveals the waking hours of Jennifer, showing that she is most active around 8:00 p.m. and heads to bed around midnight. Fifty-three percent of her conversation is about food, and 15 percent about desserts. Maybe she is a strategic person to push restaurant or weight loss ads. The most intimate detail exposed during this conversation is that Nicole and Jennifer discuss right

wing populism, radical parties, and conservative politics. It exemplifies that the amount of private information obtained from your WhatsApp conversations is limitless and potentially dangerous. WhatsApp is the world's largest messaging service that has over 450 million users. Facebook recently bought this three-year-old company for a whopping \$19 billion. People share a lot of sensitive personal information on WhatsApp that they may not even share with their family members.

*(Sources: What Facebook Knows about You from One WhatsApp Conv, by Adi Azaria, on Linked In, April 10, 2014)*

### Case Study Questions

Q 8(A): What are the business and social implications of this kind of analysis? How the businesses can use such analysis for their advantage?

Q8 (B): Do you consider such situations ethical? How the organisations can utilize data mining for the benefits of the customers/ users? Discuss with examples?

### Mapping of Questions with Course Learning Outcome

Question Number	CLO 2
Q. 1 (A):	CLO 2
Q. 1 (B):	CLO 3
Q. 1 (C):	CLO 4
Q. 1 (D):	CLO 2
Q. 1 (E):	CLO 2
Q. 1 (F):	CLO 3
Q. 1 (G):	CLO 4
Q. 1 (H):	CLO 4
Q. 2:	CLO 1
Q. 3:	CLO 3, 4
Q. 4:	CLO 3, 4
Q. 5:	CLO 3, 4
Q. 6:	CLO 5
Q. 7:	CLO 4
Q 8(A):	CLO 3, CLO 1
Q8 (B):	CLO 3, CLO 1

**Note:** Font: Times New Roman, Font size: 12.