

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)**  
**MID TERM EXAMINATIONS (TERM - IV)**  
**Academic Session- 2020-21**

Subject Name: **Business Intelligence & Data Mining**  
Sub. Code : **PGIT 01**

Time: 01.30 hrs  
Max Marks: 20

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION - A**

**04+04 = 08 Marks**

Q. 1: Case Study:

**Target Corp—Data Mining in Retail**

Target is a large retail chain that crunches data to develop insights that help target marketing and advertising campaigns. Target analysts managed to develop a pregnancy-prediction score based on a customer's purchasing history of 25 products. In a widely publicized story, they figured out that a teenage girl was pregnant before her father did. The targeting can be quite successful and dramatic as this example published in the New York Times illustrates as follows:

About a year after Target created their pregnancy-prediction model, a man walked into a Target store and demanded to see the manager. He was clutching coupons that had been sent to his daughter and he was angry, according to an employee who participated in the conversation. "My daughter got this in the mail!" he said. "She's still in high school, and you're sending her coupons for baby clothes and cribs? Are you trying to encourage her to get pregnant?"

The manager didn't have any idea what the man was talking about. He looked at the mailer. Sure enough, it was addressed to the man's daughter and contained advertisements for maternity clothing, nursery furniture and pictures of smiling infants. The manager apologized and then called a few days later to apologize again.

On the phone, though, the father was somewhat subdued. "I had a talk with my daughter," he said. "It turns out there's been some activities in my house I haven't been completely aware of. I owe you an apology." (Source: New York Times)

- Do Target and other retailers have full rights to use their acquired data as it sees fit, and to contact desired consumers with all legally admissible means and messages? What are the issues involved here?
- FaceBook and Google provide many services for free. In return they mine our email and blogs and send us targeted ads. Is that a fair deal?

**SECTION - B**

**02×03 = 06 Marks**

Q. 2: Discuss the role of Business Intelligence in the decision making at various departments of organisation.

Q. 3: Discuss the importance of ETL in Data Warehousing?

Q. 4: How does Clustering help in data analysis? What are the important features of resulting Clusters?

**SECTION - C**

**03×02 = 06 Marks**



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Q. 5. How business intelligence is important for the Medical and Marketing sectors?

Q. 6. What are important stages of implementing the Data Warehouse in any organisation? Discuss with suitable example.

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