

FACULTY OF COMMERCE & BUSINESS MANAGEMENT

B.Com. (Business Analytics) CBCS II-Year (III-Semester) Regular Examinations, Dec-2022/Jan-2023
Data Analytics Modeling

Time: 3 Hours

Max Marks: 50

SECTION-A

(5×3=15 Marks)

Answer any Five questions from the following

1. Business value.
2. Structure discovery.
3. Data Integration
4. Data Cubes.
5. Data Lifecycle Management (DLM).
6. Unstructured Data.
7. Contextual Outliers.
8. SQL Server Integration Services (SSIS).

SECTION-B

(5×7=35 Marks)

Answer all the following questions

9. (a) Discuss how business and corporate drivers impact the strategic directions of the business.
(OR)
(b) Analyze different project processes used in working with data.
10. (a) Explain the data profiling process. Discuss the types of data profiling.
(OR)
(b) Define data cleansing? Explain the differences between Data Profiling and Data Cleansing.
11. (a) What is ETL? Explain the different ETL tools.
(OR)
(b) Explain the Talend Data Integration Solution. What are its features and benefits.
12. (a) Discuss the basic architecture of Data Warehouse.
(OR)
(b) Describe the data warehousing Tools.
13. (a) Explain three level of Data models in detail.
(OR)
(b) What do you mean by unstructured data tools? Explain the use tools for unstructured data management.