

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**MCA I Year II Semester Regular Examinations May-2026**  
**DATA MINING AND BUSINESS INTELLIGENCE**

**Time: 3 Hours****Max. Marks: 60**

(Answer all Five Units 5 x 12 = 60 Marks)

**UNIT-I**

- 1 Discuss the importance of Business Intelligence and its role in modern organizations. CO1 L2 12M

**OR**

- 2 Describe the relationship between Business Intelligence and Data Warehousing in today's context. CO1 L2 12M

**UNIT-II**

- 3 Discuss the relationship between Business Intelligence and Data Warehousing with examples. CO2 L2 12M

**OR**

- 4 Explain different types of schemas in data warehousing: star, snowflake, and fact constellation with diagrams. CO2 L2 12M

**UNIT-III**

- 5 Explain the motivation for data mining and discuss why it is important in modern organizations. CO3 L3 12M

**OR**

- 6 What is the KDD process? Explain each step in the Knowledge Discovery in Databases process in detail. CO3 L3 12M

**UNIT-IV**

- 7 Why is data pre-processing important in data mining? Explain various steps involved. CO4 L4 12M

**OR**

- 8 a Mention two methods of handling missing values in a dataset. CO4 L2 6M  
b Mention any two data compression technique. CO4 L2 6M

**UNIT-V**

- 9 Describe the working of the Apriori algorithm with a suitable example and candidate generation steps. CO5 L3 12M

**OR**

- 10 Explain the concept of associative classification. How is it different from traditional classification? CO5 L2 12M

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