

Faculty of Commerce**B.Com (Business Analytics) II-Year, CBCS - III Semester****Backlog Examinations, June/July-2022****PAPER: Data Analytics Modeling**

Time: 1 Hour 30 Min

Max Marks: 50

Section-AI. Answer any **FIVE** of the following questions (5x4=20 Marks)

1. What is the need for IT usage in business?
2. What is outlier?
3. What is MDM? Explain its benefits.
4. What is data cube? Explain.
5. Write the role of data in an organization.
6. What is data cleansing? Explain its benefits
7. Data integration.
8. What is data warehousing? Explain.

Section-B

II. Answer the following questions (5x6=30 Marks)

9. (a)What is business value? How do you measure business value?
(OR)
(b) Explain the different processes that are involved in data analysis.
10. (a) What is data profiling? Explain about data profiling tools.
(OR)
(b) Explain about data cleansing tools.
11. (a)What is data quality? Explain the role of data quality in an organization.
(OR)
(b)What is ETL? Explain the features and benefits of ETL
12. (a)Discuss about the components of data warehousing.
(OR)
(b) Explain about data warehousing techniques.
13. (a) Discuss about data life cycle.
(OR)
(b)Explain CRUD operations in SQL server.
