Library
Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – BBA-2019/BBA(HM)-2019/BBA-2020/BBA-2021/BBA(HM)-2021/BBA(DM)-2021/B.Com.(BF)-Hons-2021
Course Name – Content Management and Business Intelligence
Course Code - GECS401
(Semester IV)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Select from the following element that is responsible for making the text bold in HTML?

a) <pre> b) <a>
c) <b> d)

(ii) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information_____

a) data mining b) customer managed relationship
c) permission marketing d) one-to-one marketing

(iii) Predict the tag that is used to define options in a drop-down selection list?

a) < select > b) < list >
c) < dropdown > d) < option >

(iv) Record cannot be updated in

a) files b) OLTP
c) RDBMS d) data warehouse

(v) Trace the correct tag to create a checkbox in HTML?

a) input type = "checkbox" b) input type = "button"
c) checkbox d) input type = "check"

(vi) Tell the tag <input> is

a) Format tag b) Empty tag
c) All of these d) None of these

(vii) which one is the heart of the warehouse

a) Data mining database servers b) Data mart database servers
c) Data warehouse database servers d) Relational data base servers

(viii) Identify the full form of HTML

a) HighText Machine Language b) HyperText and links Markup Language

c) Hyper Text Markup Language
d) None of the mentioned

(ix) Match the types of unordered or bulleted list used in HTML?

a) disc, square, triangle
b) polygon, triangle, circle
c) disc, circle, square
d) All of these

(x) Identify the correct way to change the font face in HTML?

a) < font name = "Calibri" > ..... < / font >
b) < font face = "Calibri" > ..... < / font >
c) < font = "Calibri" > ..... < / font >
d) None of these

(xi) Select the HTML tag that is used to display the power in expression, i.e., (x2 - y2)?

a) < sup >
b) < sub >
c) < p >
d) none of these

(xii) Identify the full form of CSS -

a) Cascade style sheets
b) Color and style sheets
c) Cascading style sheets
d) None of these

(xiii) Trace the correct option to insert an image in HTML?

a) img href = "jtp.png"
b) img url = "jtp.png"
c) img link = "jtp.png"
d) img src = "jtp.png"

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(xiv) Data warehouse architecture is based on

a) RDBMS
b) Sybase
c) SQL Server
d) DBMS

(xv) write the correct sequence of HTML tags for starting a webpage is -

a) Head, Title, HTML, body
b) HTML, Body, Title, Head
c) HTML, Head, ,Body, Title
d) HTML, Head, Title, Body

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Discuss the advantages of supply chain management. (3)
3. State the categories of clustering methods? (3)
4. Define of cluster analysis and its requirements. (3)
5. Describe logistic regression? (3)
6. Write the principles of business ethics? (3)

OR

Did you think social responsibility of business is required? if yes, then explain it? (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. What is Data reduction? (5)
8. What are the types of ways to transform data? (5)
9. Write the disadvantages of Data Transformation in Data Mining. (5)
10. Explain about classification algorithm (5)
11. Why Data Validation is Important? (5)
12. What is a Hypertext link? Give the name and the syntax for the HTML tag which is used for creating a Hypertext Link. (5)

OR

Define the concept of Submit and Reset buttons in HTML forms. (5)

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