

Total No. of Questions : 5]

PB2068

[6201]-213

First Year M.B.A.

206-BA-SC-BA-02 : DATA MINING
(Revised 2019 Pattern) (Semester - II)

SEAT No. :

[Total No. of Pages : 2]

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks for questions/sub question.

Q1) Solve any Five **[10]**

- a) Define Big Data.
- b) What is Big Data Analysis?
- c) State any 2 examples of real world data mining application.
- d) Define Descriptive Model.
- e) What is Data Cleaning?
- f) List types of Data.
- g) Name the 6Vs of Big Data.
- h) What is the role of Business Intelligence in decision making?

Q2) Solve any two **[10]**

- a) Differentiate between partitional and Hierarchical clustering method.
- b) Explain the role of Support Vector Machine (SVM) in building classification model.
- c) Explain decision tree approach of data classification.

Q3) a) Apply apriori Algorithm to the given dataset to find frequent item sets
(Given support value = 40%, confidence 40%) **[10]**

Tid	Jem Purchased
T ₁	A,B,C
T ₂	A,B,C,D,E
T ₃	A,C,D
T ₄	A,C,D,E
T ₅	A,B,C,D

OR

- b) Apply the decision-tree-based approach to classify B2B customer buying stages and provide recommendations for targeted marketing strategies.

P.T.O.

Q4) a) With the help suitable example explain density based clustering method. [10]

OR

b) "Graph based algorithms in clustering is the best method". Justify the statement with suitable example.

Q5) a) Elaborate the use of data mining in the Target Markets. [10]

OR

b) Elaborate the use of Data Mining for customer profiling.



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Total No. of Questions : 5]

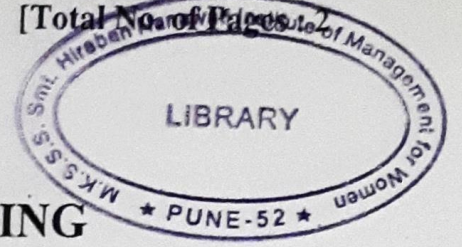
SEAT No. :

P-7890

[6118]-2013

F.Y. M.B.A.

206-BA (SC-BA-02) : DATA MINING
(Revised 2019 Pattern) (Semester - II)



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate marks for questions / sub questions.

Q1) Solve any five out of Eight :

[10]

- a) Define Business Intelligence.
- b) List important data mining tasks.
- c) Name the 6Vs of Big Data.
- d) What is descriptive modeling?
- e) Can you recall and state the concept of support in SVM.
- f) State the components of a confusion matrix?
- g) List 2 BI tools.
- h) Give 2 examples of real world Data mining applications.

Q2) Solve any two out of three :

[10]

- a) Compare and contrast Decision - tree based and Rule - based approaches in classification.
- b) Explain the importance of feature selection with reference to Big Data scenario?
- c) Describe the process of Hierarchical clustering by providing suitable example.

P.T.O.

- Q3) a) Apply Apriori Algorithm to the given dataset to find out frequent itemsets. (minimum support 3 items) [10]

TID	Items Bought
1	Milk, Tea, Cake
2	Eggs, Tea, Cold Drinks
3	Milk, Eggs, Tea, Cold drinks
4	Eggs, Cold drinks
5	Juice

OR

- b) Explain the concept of association learning and why it is commonly referred to as market basket analysis, highlighting its significance in uncovering patterns and relationships within customer transaction data. [10]

- Q4) a) Critically evaluate different types of data attributes and their properties. Explain data normalization and Data cleaning techniques. [10]

OR

- b) Explain Density - based clustering method with suitable example. [10]

- Q5) a) Discuss how Data mining contributes to fraud detection in Business environment. [10]

OR

- b) Elaborate how Anomaly detection helps businesses to identify unused behaviour or irregular pattern. [10]

Total No. of Questions : 5]

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[6025]-213

F.Y. M.B.A.

SC - BA - 02 : DATA MINING

(2019 Revived Pattern) (Semester -II) (206 -BA)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate marks for questions sub questions.

Q1) Solve Any five out of Eight

[10]

- a) Define Data Mining.
- b) What is feature selection?
- c) List the characteristics of Big data.
- d) What is data quality?
- e) Recall the expanded form of SVM and give an example.
- f) Can you recite the components of a confusionMatrix.
- g) List two BI tools.
- h) Give 2 examples of real world Data mining applications.

Q2) Solve Any Two out of Three

[10]

- a) Differentiate between partitional and hierarchical clustering Method.
- b) Explain the process of Data Normalization and its importance in preparing data for analysis.
- c) Outline the various tasks encompassed in data mining including classification, clustering, association analysis and anomaly detection.

Q3) a) Apply Apriori Algorithm to the given dataset to find frequent itemsets.
(Given support 40% and 40% confidence)

[10]

Tid	Items Bought
T ₁	A, B, C
T ₂	A, B, C, D, E
T ₃	A, C, D
T ₄	A, C, D, E
T ₅	A, B, C, D

OR

P.T.O.

- b) Apply the decision - tree based approach to classify B2B customer buying stages and provide recommendations for targeted marketing strategies.

Q4) a) Analyse the applications of association analysis in the fields of medical informatics, highlighting the significance in uncovering valuable patterns and relationships. [10]

OR

- b) Explain Graph based Algorithm in clustering with suitable example.

Q5) a) Discuss how data mining contributes to fraud detection in Business environment. [10]

OR

- b) Elaborate how Anomaly detection helps businesses to identify unusual behaviour or irregular patterns.

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