

CBCS SCHEME

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20MCA252

Second Semester MCA Degree Examination, June/July 2023

Data Mining with Business Intelligence

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. What is BI? Discuss on Business intelligence and Data Warehouse in today's perspective. (08 Marks)
- b. Compare Data Warehouse and Data Marts. (06 Marks)
- c. Discuss on the basic elements of Data Warehouse. (06 Marks)

OR

- 2 a. Explain the Trends in Data Warehousing. (10 Marks)
- b. Illustrate the following OLAP Operations with example : (10 Marks)
i) Roll up ii) Drill Down iii) Slice iv) Dice.

Module-2

- 3 a. With a neat diagram, explain KDD process. (10 Marks)
- b. Write short notes on Data Mining task primitives. (10 Marks)

OR

- 4 a. Discuss briefly on Discretization and Concept hierarchy. (10 Marks)
- b. Explain Dimensionality Reduction with example. (10 Marks)

Module-3

- 5 a. Explain the Apriori Algorithm for finding frequent itemsets with an example. (10 Marks)
- b. Write short notes on Rule Mining from Frequent Itemsets. (10 Marks)

OR

- 6 a. Discuss briefly on AOI approach for Data characterization with an example. (10 Marks)
- b. Explain the steps involved in performing class comparisons. (10 Marks)

Module-4

- 7 a. Discuss in detail on Rule based classification. (10 Marks)
- b. Explain the various measures used for Attribute selection in Decision Trees. (05 Marks)
- c. What are the issues regarding classification? (05 Marks)

OR

- 8 a. Write short notes on the Data mining tools WEKA , DBMiser. (10 Marks)
- b. What is Prediction? Explain Linear Regression method for prediction with an example. (10 Marks)

Module-5

- 9 a. Discuss in detail on the use of Data mining for Fraud detection, Market segmentation and Click stream mining. (10 Marks)
- b. What is Big Data? Explain its characteristics. (04 Marks)
- c. What are the key roles involved in a successful Analytics Project. (06 Marks)

OR

- 10 a. Discuss briefly on Data Analytics Life Cycle. (10 Marks)
- b. Write short notes on Developing Core deliverables for stake holders. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.