

CBCS SCHEME

USN

22MCA252

Second Semester MCA Degree Examination, Dec.2024/Jan.2025
Data Mining and Business Intelligence

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

Module – 1				M	L	C
Q.1	a.	Explain in detail the perspective about business intelligence and data warehousing.	10	L3	CO1	
	b.	Discuss in detail the relationship between business intelligence and data mining.	10	L2	CO1	
OR						
Q.2	a.	Compare OLTP with OLAP.	10	L2	CO1	
	b.	Explain in detail OLAP, MOLAP and ROLAP.	10	L2	CO1	
Module – 2						
Q.3	a.	What is Data Mining? Explain its functionalities.	10	L2	CO2	
	b.	Explain KDD process in detail.	10	L2	CO2	
OR						
Q.4	a.	What are Data Mining primitives? Discuss.	10	L2	CO2	
	b.	Discuss about discretization and hierarchy.	10	L2	CO2	
Module – 3						
Q.5	a.	Explain Apriori algorithm in detail.	10	L2	CO3	
	b.	Discuss in detail the associative rule mining with suitable example.	10	L2	CO3	
OR						
Q.6	a.	Write in detail about data generalization and summarization.	10	L2	CO3	
	b.	What is rule mining? Explain.	10	L2	CO3	
Module – 4						
Q.7	a.	What is classification of prediction? And also explain the issues of it.	10	L2	CO4	
	b.	Discuss about logistic regression algorithm.	10	L2	CO4	

22MCA252

OR

Q.8	a.	Explain Bayesian classification in detail.	10	L2	CO4
	b.	Write in detail about CART (Classification and Regression Tree).	10	L2	CO4
Module – 5					
Q.9	a.	Explain data mining for business application with suitable examples.	10	L2	CO5
	b.	Write in detail about Big data business analytics.	10	L2	CO5
OR					
Q.10	a.	With suitable example, explain click stream mining.	10	L2	CO5
	b.	What is the role of data mining in CRM applications? Discuss.	10	L2	CO5
