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M.B.A. 2 Year 3rd Semester (CBCS) 2019-20 New
Scheme Examination, December-2024

BUSINESSANALYTICS

Paper-20IMG23GB2/21IMG23GB2

Fundamentals of Data Mining

Time allowed : 3 hours] [Maximum marks : 80

Before answering the questions, candidate should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after the examination.

Note : Section-A is compulsory. Attempt four questions from Section-B (one question from each unit). All questions carry equal marks.

Section-A

1. Write a short note on the following :
 - (i) Machine Learning
 - (ii) Data visualization
 - (iii) Data Measurement
 - (iv) Data Cube

- (v) Data discretization
- (vi) OLTP
- (vii) Text Classification
- (viii) Unsupervised Learning

Section-B

Unit-I

2. "Data mining is the act of automatically searching for large stores of information to find trends and patterns that go beyond simple analysis procedures". In this context, the process of Data mining in detail. How it provides organisation with strategic advantage in business.
3. Write short notes on :
 - (a) Exploratory data analysis
 - (b) Measurement of data similarity and dissimilarity

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Unit-II

4. What is On-line Analytical Processing (OLAP) ?
Discuss the feature of OLAP System.
5. Discuss the activities of data cleaning with the process associated with it.

Unit-III

6. Highlight importance of predictive modelling in business. Discuss common metrics used for evaluating performance of predictive models.
7. Explain the importance of clustering in Data mining.
Discuss different clustering methods in detail.

Unit-IV

8. Explain in detail application and technology of Social Network Analysis.
9. What is web data analysis ? How web analytics help business in planning and decision making ? Discuss tools available for web data analysis.