Roll No. _____

12660

MBA 2 Year 3rd Sem. (CBCS) 2019-20 New Scheme

Examination – December, 2022

FUNDAMENTALS OF DATA MINING

Paper : 20IMG23GB2

Time : Three Hours]   [Maximum Marks : 80

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

Note : Attempt *five* questions in all. Question No. 1 (Section-A) is *compulsory*. Select *one* question from each Unit in Section-B. All questions carry equal marks.

SECTION – A

1. Write short notes on the following :

   (a) Link Analysis

   (b) Data similarity

   (c) OLTP

   (d) Data transformation

(e) Optimization

(f) Overfitting

(g) Page Rank

(h) Social Network Analysis

SECTION – B

UNIT – I

2. What is Data Visualisation ? Explain the process of data mining in detail.

3. "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 organization with strategic advantages in business ?

UNIT – II

4. Examine the steps involved in designing and construction of data warehouse.

5. Write detailed note on how OLAP technology helps in discovery driven exploration of data cubes.

UNIT – III

6. What role clustering plays in data mining ? Discuss application, methods and requirements in detail.

7. Explain the difference between classification model and regression models. Is it possible to convert regression predictive model into classification model or vice versa ? Discuss.

UNIT – IV

8. How predictive modeling can be applied to digital marketing ?

9. What is text mining ? Discuss information retrieval techniques for text mining.

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