

Roll No.

12660

MBA 2yr. 3rd Semester New Scheme 2019-20
Examination – February, 2022

FUNDAMENTALS OF DATA MINING

Paper : 201MG23GB2

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 : The question paper comprises of two section. Section 'A' is compulsory and each part carries two marks. Attempt any four questions from Section 'B' selecting *one* question from each unit. All questions carry sixteen marks.

SECTION – A

1. Conceptualize the following :
- (a) Machine Learning
 - (b) Data Visualization Tools

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- (c) Data Transformation
- (d) Data Cube
- (e) Data Discretization
- (f) Underfitting in Machine Learning
- (g) Link Analysis
- (h) Supervised Learning

SECTION - B

UNIT - I

2. What is exploratory data analysis ? Explain various steps involved in exploratory data analysis.
3. Discuss in detail the data mining process. Explain how data mining system can be integrated with data warehouse system.

UNIT - II

4. Write note on the following :
 - (a) Importance of Data Integration
 - (b) Benefits of Online Analytical Processing (OLAP)
5. Describe the different methods for data cleaning.

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UNIT - III

6. Write note on the following :
 - (a) Predictive Analytics Models
 - (b) Principles of Data Mining
7. What is clustering ? Explain different types of clustering algorithms.

UNIT - IV

8. What is social network analysis ? Discuss various issues in social network analysis.
9. What is web analytics ? How can it be used to create value for business ?

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