

Roll No.

12660

MBA 2 Yr. 3rd Semester (N. S.) 2019-20
CBCS Examination – May, 2023
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 Sections. 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) Data Reduction

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(b) Data Integration

(c) Big Data

(d) Data Cube

(e) Enterprise Data Warehouse

(f) Overfitting in a Data Mining Model

(g) PageRank Algorithm

(h) Text Mining

SECTION - B

UNIT - I

2. Is exploratory analysis qualitative or quantitative ?
Discuss various advantages of exploratory data analysis.

3. Discuss with example the data mining process.

UNIT - II

4. Define Online Analytical Processing (OLAP). How does OLAP contribute to business intelligence ?

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5. What is the purpose of a data cube ? How does data cube is created and used ?

UNIT - III

6. Write notes on the following :

(a) Assumptions of Linear Regression

(b) Importance of Clustering

7. Explain different applications of Data Mining.

UNIT - IV

8. What do you mean by descriptive analysis of social networks ? What is the importance of social network analysis ?

9. Does Web analytics provide competitive advantage to an organization ? Discuss.

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