

Reg. No. :

Question Paper Code : 10148

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Elective

BA 4027 — DATA MINING FOR BUSINESS INTELLIGENCE

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Write short note on spatial mining.
2. Write short note on text mining.
3. What is meant by Random Sub-sampling?
4. List challenges of Data Mining.
5. What is ARIMA?
6. Give short note on regression analysis.
7. Write three examples where Clustering is used.
8. Write a short note on 'market basket analysis'.
9. Describe the main advantages of using Neural Network.
10. How is data warehouse different from a database?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss Social impact of data mining.

Or

- (b) Elaborate characteristics and challenges of web mining.

12. (a) Give classification and explain the prediction performance measures of data mining process.

Or

- (b) Why data preprocessing is an important issue for data mining and data warehousing? State your elaborate note.

13. (a) Describe the various data visualization techniques in data prediction.

Or

- (b) Explain any two time series techniques in detail. Discuss their importance in prediction with a suitable example.

14. (a) Discuss in detail on the applications of logistic regression in business.

Or

- (b) What is Decision tree? Elucidate basic algorithm for inducing a Decision tree from training samples.

15. (a) Discuss different types of machine learning algorithms which is used in business? Explain its significance in business operations.

Or

- (b) Explain any two-optimization technique of data mining in detail.

PART C — (1 × 15 = 15 marks)

16. (a) How and where data mining is crucial in today's business success. Give any two examples and explain in detail.

Or

- (b) Illustrate the data warehouse information flow and its components. Explain all data warehousing components in detail.