

Total No. of Questions : 5]

SEAT No. :

P7265

[Total No. of Pages : 2

[5860]-212

F.Y.M.B.A

SC-BA - 02 : DATA MINING

(2019 Pattern) (Semester - II) (206 BA)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figure to the right indicate marks for questions/sub questions.

Q1) Solve Any Five :

[10]

- a) What is Data Mining?
- b) What is Data Preprocessing?
- c) What is Association Analysis? Give an Example.
- d) What is Clustering? List the methods of clustering.
- e) What is Classification? Name any two Algorithms used for it.
- f) What is big data Analysis?
- g) What is ratio data? Write any two characteristics of ratio data.
- h) What is the role of Business intelligence in decision making?

Q2) Solve Any Two :

[10]

- a) Why data cleaning is needed before data analysis?
- b) Explain Hierarchical clustering giving a suitable example.
- c) Explain Decision - tree Approach of data classification.

P.T.O.

Q3) Apply Apriori Algorithm to the given dataset to find frequent itemsets.(Given support value = 40%) [10]

Tid	Items Purchased
100	Bread, Milk, Cake
101	Bread, Diaper, Beer
102	Milk, Diaper, Beer, Eggs
103	Bread, Milk, Diaper, Beer
104	Bread, Milk, Diaper, Cake

OR

Consider the dataset given below and cluster the dataset by using Hierarchical clustering and plot the dendrogram for it. [10]

Item	A	B	C	D	E
A	0				
B	7	0			
C	2	5	0		
D	6	4	8	0	
E	10	8	3	7	0

Q4) Explain the use of Association Analysis in purchasing behaviour of the customers. [10]

OR

Explain the Density-based Clustering method giving a suitable example. [10]

Q5) Elaborate the use of data mining in target Marketing [10]

OR

Elaborate the use of data mining for customer profiling. [10]
