

Total No. Of Questions : 5]

SEAT No. :

PA-4176

[Total No. Of Pages : 2

[5946]-212

M.B.A.

(SC-BA-02): Data Mining (Business Analytics)
(2019 Pattern) (206BA) (Semester-II)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Attempt all questions.
- 2) Figures to right indicate marks.
- 3) State your assumptions clearly.

Q1) Solve any Five questions :

[5 × 2 = 10]

- a) Define the term Data Mining.
- b) Define clustering with example.
- c) Explain Data Normalization.
- d) Explain the concept of predictive modeling.
- e) What is outlier in mining algorithm?
- f) What is association rule?
- g) Write the importance of feature selection.
- h) Explain the term customer profiling.

Q2) Solve any Two questions :

[2 × 5 = 10]

- a) What is Big data? Write it's characteristics.
- b) Explain the data preprocessing process with suitable example.
- c) Elaborate market segmentation in product distribution with suitable example.

P.T.O.

Q3) a) Discuss Decision-Tree Based approach with suitable example. [10]

OR

b) Explain any two applications of data mining.

Q4) a) Discuss clustering wr.t. partitional and Hierarchical clustering methods. [10]

OR

b) Write detail note on Density-based clustering in data mining with example.

Q5) a) Discuss Apriori Algorithm. [10]

OR

b) Write short notes (any Two) : **[2 × 5 = 10]**

- i) B₂B customer buying path analysis
- ii) Data cleaning
- iii) Big data analytics in business environment.

