[6201]-213
First Year M.B.A.
206-BA-SC-BA-02 : DATA MINING
(Revised 2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1) *All questions are compulsory.*
  2) *Figures to the right indicate full marks for questions/sub question.*

Q1) Solve any Five   **[10]**
  a) Define Big Data.
  b) What is Big Data Analysis?
  c) State any 2 examples of real world data mining application.
  d) Define Descriptive Model.
  e) What is Data Cleaning?
  f) List types of Data.
  g) Name the 6Vs of Big Data.
  h) What is the role of Business Intelligence in decession making?

Q2) Solve any two   **[10]**
  a) Differentiate between partitional and Hierarchical clustering method.
  b) Explain the role of Support Vector Machine (SVM) in building classification model.
  c) Explain decision tree approach of data calssification.

Q3) a) Apply agriori Algonthm to the given dataset to find frequent item sets (Given support value = 40%, confidence 40%)   **[10]**

Tid	Jem Purchased
T_1	A,B,C
T_2	A,B,C,D,E
T_3	A,C,D
T_4	A,C,D,E
T_5	A,B,C,D

OR

  b) Apply the decision-tree-based approach to classify B2B customer buying stages and provide recommendations for targeted marketing strategies.

Q4) a) With the help suitable example explain density based clusteing method.**[10]**

OR

b) "Graph based algorithms in clustering is the best method". Justify the statement with suitable example.

Q5) a) Elaborate the use of data mining in the Target Markets. **[10]**

OR

b) Elaborate the use of Data Mining for customer profiling.

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