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Course: MBA, Program: Business Analytics
Subject: Business Data Mining, Code: MAN-902
Semester- II

Time: 03 Hours

Max Marks: 70

Instructions to the Students:

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1.	a) What is data mining?	(2)
	b) What is data cleaning?	(2)
	c) What are the objective of clustering?	(2)
	d) Define gain ratio of an attribute.	(2)
	e) Give an example for maximal frequent item sets.	(2)
	f) Name a few data mining techniques.	(2)
	g) In Data Mining, what are “Continuous” and “Discrete” data?	(2)
	h) How binning can handle noisy data?	(2)
	i) What is Classification Accuracy?	(2)
	j) What is the need of outlier detection? List two applications of it.	(2)

SECTION –B (LONG ANSWER TYPE QUESTIONS)

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| 2. | What is data mining? Explain requirement, parameters and functionality of data mining. | (10) |
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3. Discuss the similarity measures and distance measures frequently used in clustering the data. (10)
4. Explain decision tree induction algorithm for classification. Discuss the usage of information gain in this. (10)
5. What is Apriori Algorithm in data mining and its implementation with examples. (10)
6. Explain 10 key data mining classification techniques and how business use them. (10)
7. What do you understand by abnormality in data mining? What is anomaly detection technique in data mining? (10)
8. What are data mining techniques and classification? Explain briefly. (10)
9. Explain big data analytics in "Mobile Environment", "detecting and preventing fraud using Data Mining Techniques". (10)

==END OF PAPER==