

CBCS SCHEME

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22MCA252

Second Semester MCA Degree Examination, Dec.2023/Jan.2024 Data Mining and Business Intelligence

Time: 3 hrs.

Max. Marks: 100

*Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.*

Module – 1			M	L	C
Q.1	a.	Explain the building blocks of data warehouse.	10	L2	CO1
	b.	What is data cube? Explain any two data cube operations in detail.	10	L2	CO1
OR					
Q.2	a.	Differentiate between OLAP and OLTP.	10	L2	CO1
	b.	Explain the following: (i) Star schema (ii) Snowflakes schema	10	L2	CO1
Module – 2					
Q.3	a.	What is knowledge discovery? Explain.	10	L2	CO2
	b.	Explain the classification of DM system.	10	L2	CO2
OR					
Q.4	a.	Explain any two data mining primitives in detail.	10	L2	CO2
	b.	What is data preprocessing? Explain data cleaning and data integration.	10	L2	CO2
Module – 3					
Q.5	a.	Write a note on concept description in detail.	10	L2	CO3
	b.	Explain the Apriori algorithm.	10	L2	CO3
OR					
Q.6	a.	Explain Apriori algorithm for frequent item set generation in detail.	10	L2	CO3
	b.	Explain market basket analysis in detail.	10	L2	CO3
Module – 4					
Q.7	a.	Explain Bayesian theorem in detail.	10	L2	CO4
	b.	Explain linear and non-linear regression prediction methods.	10	L2	CO4
OR					
Q.8	a.	Explain: (i) Cart (ii) Linear and non-linear regression	10	L2	CO4
	b.	Discuss the issues regarding classifications and predication.	10	L2	CO4
Module – 5					
Q.9	a.	Explain: (i) Balanced scorecard (ii) Fraud detection	10	L2	CO5
	b.	Explain data analytics life cycle in detail.	10	L2	CO5
OR					
Q.10	a.	Explain click stream mining in detail.	10	L2	CO5
	b.	Explain: (i) Banking and finance (ii) Market segmentation	10	L2	CO5
