

CBCS SCHEME



22MCA252

Second Semester MCA Degree Examination, June/July 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.	Define Data Warehouse. Explain Data Life Cycle Stages in detail.	10	L2	CO1
	b.	Differentiate between Data warehouse and data marts.	10	L2	CO2
OR					
Q.2	a.	Explain components of Metadata with a neat diagram.	10	L2	CO2
	b.	Describe star and snowflake schema with a neat diagram.	10	L2	CO2
Module – 2					
Q.3	a.	What is data mining? Explain knowledge Data Discovery process in detail.	10	L2	CO2
	b.	Explain Data Mining task primitives in detail.	10	L2	CO3
OR					
Q.4	a.	Explain Data Cleaning Process in detail.	10	L2	CO2
	b.	Describe any two data compression methods in detail.	10	L2	CO2
Module – 3					
Q.5	a.	Define concept description and explain briefly data generalization by Attribute oriented Induction.	10	L2	CO2
	b.	Describe how class comparisons are performed with respect to attribute relevance.	10	L2	CO1
OR					
Q.6	a.	Explain Market basket analysis basic concepts in detail.	10	L2	CO2
	b.	Explain Apriori Algorithm in detail.	10	L2	CO1
Module – 4					
Q.7	a.	Define Classification and prediction and enlist the issues regarding classification and prediction.	10	L2	CO2
	b.	Discuss briefly Decision tree and Bayesian classification.	10	L2	CO2
OR					
Q.8	a.	Explain classification and Regression Tree [CART] in detail.	10	L2	CO2

	b.	Describe in detail Linear and Logistic Regression.	10	L2	CO4
Module – 5					
Q.9	a.	Explain Data Mining for Business Intelligence.	10	L2	CO3
	b.	Explain Big data Business Analytics in detail.	10	L2	CO5
OR					
Q.10		Write short notes on four of the following : i) WEKA TOOL ii) Drill down and roll-up operations iii) Incremental ARM iv) OLAP and OLTP [Online analytical Process and Online Transactional Processing]	20	L2	CO1

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