

Total No. of Questions : 5]

SEAT No. :

PF12111

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[6648]-803

S.Y. M.B.A.

SC BA-02 : DATA MINING
(2024 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All the questions carry equal marks.

Q1) Answer the following questions (any five)

[5×2=10]

- a) What is data cleaning?
- b) List any two types of primary data.
- c) Name the 6Vs of Big Data.
- d) What is the role of Business Intelligence in decision making?
- e) What is Apriori Algorithm?
- f) Define prescriptive analytics.
- g) State any 2 examples of real word of data mining applications

Q2) Answer the following (any 2)

[2×5=10]

- a) Differentiate between Hierarchical clustering and partitional method
- b) Write Short Notes on:
 - i) DBSCAN
 - ii) Apriori algorithm
- c) Describe different types of data attributes and data quality issues.

Q3) Answer the following (any one)

[1×10=10]

- a) Explain the importance of feature selection with reference to Big Data scenario?

OR

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

P.T.O.

Q4) Solve any one:

[1×10=10]

- a) Explain different similarity and distance measures and their significance in data mining.

OR

- b) Elaborate how Anomaly detection helps businesses to identify unusual behaviour irregular pattern.

Q5) Solve any one:

[1×10=10]

- a) Design a comprehensive data mining framework for solving a business problem related to customer churn prediction and Clearly outline the stages of data preprocessing, model selection, and evaluation.

OR

- b) Discuss ensemble learning techniques such as Bagging, Boosting, and Random Forest. Explain their role in improving classification performance.

