PGDM (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV - CORE COURSE (BUSINESS ANALYTICS)
CO4B22TM - DATA MINING FOR BUSINESS ANALYTICS

Time: Three Hours   **Maximum Marks: 50**

PART A

I.   Answer any five questions. Each question carries 1 mark.

1.   Define data mining.
2.   Define Cluster.
3.   What do you mean by data cleaning?
4.   List out the three stages in preprocessing of data in data mining.
5.   Give two examples of statistical techniques used in Data mining.
6.   Define KDD.
7.   List out any two methods used in data mining.
8.   What do you mean by Artificial Neural Network?

(5x1=5)

PART B

II.   Answer any five questions. Each question carries 3 marks.

9.   List out pros and cons of data mining.
10. Explain about the applications of data mining.
11. What are different steps involved in data mining process?
12. Discuss about the relevance of Cluster analysis for Data mining.
13. What is the significance of Artificial Neural Network for data mining?
14. Write a short note on Association rule mining.
15. Explain about the myths about the data mining.
16. List out the features of data mining.

(5x3=15)

PART C

III. Answer any three questions. Each question carries 10 marks.

17. Explain the importance of Data mining in Business Intelligence and also explain how
     data mining works.
18. Explain in detail about the Data mining Process.
19. What are the standardized processes and methodologies used in Data Mining?
20. What are the different methods used in data mining?
21. Explain in detail about the Cluster Analysis.
22. Explain about the data mining applications.

(3x10=30)