

TM242939A

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2023 ADMISSIONS REGULAR
SEMESTER II - P.G Diploma In Management In Business Analytics
BA2C07TM20 - Data Mining for Business Analytics

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Describe Real-time business intelligence.
2. Define Quantograms.
3. Define the term Data Mining for Business Intelligence.
4. Describe Descriptive Data Mining Analysis.
5. Define Clustering and list the various methods of Clustering analysis.
6. Define Supervised Learning.
7. Define Visual-based Page Segmentation.
8. Define Loss Function.
9. State Deconvolutional Neural Network.
10. What is an Artificial Neuron?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Comment on the myths and blunders of Data Mining.
12. Why are Banks implementing BI Solutions?
13. List the advantages of Data Mining
14. Define customer profiling and customer segmentation
15. Define Tree Pruning. What are the two ways of Tree Pruning?
16. Discuss VIPS.
17. Briefly explain the architecture of artificial neural networks.
18. Explain the concept of ANN?

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Comment on GDPR.
20. Write a short note on Data mining functionalities.
21. Explain the concept of clustering with the help of any Clustering Algorithm.
22. Summarize the types of AI based on functionalities.

