: P.G Diploma (C.S.S) EXAMINATION, MARCH 2025

2020, 2021, 2022, 2023 ADMISSIONS SUPPLEMENTARY

SEMESTER II - CORE COURSE

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. Why is Business Intelligence in the perspective of an organization important?

2. Describe Typography.

3. Define Predictive Data Mining Analysis.

4. Draw the working diagram of Data Mining.

5. Define UnSupervised Learning.

6. Define Training data set in a training phase.

7. Define pattern tracking.

8. what is the ideal characteristic feature of AI?

9. Define ANN.

10. What are the two major differences between feed-forward and recurrent neural networks?

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 we are using value chain processes in most organizations? Explain any one value chain process.

13. What are the types of Data Mining?

14. List the types of Data Mining Architecture.

15. Explain the terms Supervised and Unsupervised Learning

16. Define Tree Pruning. What are the two ways of Tree Pruning?

17. How AI will be useful in educational Institutions?

18. How do Robots help in health care?

Part C

III. Answer any Two questions. Each question carries 5 weight   (2x5=10)

19. Explain the evolution and role of Business Intelligence

20. Summarize Data mining.

21. Explain in detail the concept and application of web mining and its relation with data mining process.

22. Explain the types of neural networks.