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Roll No.

MB-302(BA1)

M. B. A. (THIRD SEMESTER)

MID SEMESTER

EXAMINATION, Jan., 2023

DATA MINING

Time : 1½ Hours

Maximum Marks : 50

- Note :** (i) This question paper contains two sections—A and B.
- (ii) Both Sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

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Section—A

1. (a) Identify the importance of Data Mining in Management. (CO1)
(b) Classify different types of data. (CO2)
(c) Describe different types of issues associated with Data Mining. (CO1)
2. (a) Discover the techniques for Data Pre-processing and explain. (CO3)
(b) Extract action of valuable data is important. Justify this sentence. (CO2)
(c) Compare data integration and transformation. (CO2)
3. (a) Discover the requirements of data cleaning. (CO3)
(b) Illustrate the importance of data transformation. (CO4)
(c) Value the concept of hierarchy generation. (CO4)

Section—B

4. **Case Study :** 20 Marks (CO5)
Amazon is working Uttarakhand and trying to improve the sales figures. The items and their

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sales are given in the table. With the help of data mining techniques, please suggest that how the sales of the items could be increased.

Product ID	State	Q1 Sales (in CR)	Q2 Sales (in CR)
1243	Uttarakhand	76	63
1244	Uttarakhand	65	70
1245	Uttarakhand	86	90
1246	Uttarakhand	105	11
1245	Uttarakhand	98	98
1246	Uttarakhand	130	190

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