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MB–(302) (BA-1)

M. B. A. (SECOND SEMESTER)
END SEMESTER
EXAMINATION, Jan., 2023
DATA MINING

Time : Three Hours

Maximum Marks : 100

Note : (i) This questions paper contains two sections–Section A and Section B.

(ii) Both Sections are compulsory.

(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each question carries two marks.

(iii) Section B consisting of case study is compulsory. Section B is of 20 Marks.

Section—A

1. (a) Define major issues of implementing data mining. (CO1)

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(b) Describe the data processing with suitable example. (CO1)

(c) Explain different applications area of data mining. (CO1)

2. (a) Classify the date Warehouse architecture. (CO2)

(b) Compare the relation between Fraud detection and crime rate prediction. (CO2)

(c) Extract different types of Data Warehouse. (CO2)

3. (a) Illustrate Issues regarding classification and prediction. (CO3)

(b) Correlate linear regression, and non-linear regression. (CO3)

(c) Discover the role of market basket Analysis-Text mining. (CO3)

4. (a) Justify the clustering in high dimensional data. (CO4)

(b) Defend a hierarchical method for data modeling. (CO4)

(c) Criticize the categorization of clustering methods. (CO4)

Section—B

5. **Case Study :**

(i) A company is working in India and trying to improve the sales figures. The items and their sales are given in the table. With the help of data mining techniques, please suggest that how the sales of items could be increased.

Product ID	State	Q1 Sales (in CR)	Q2Sales (in CR)
1243	Delhi	76	83
1244	Uttarakhand	65	63
1243	M. P.	86	72
1243	U. P.	105	110
1243	Rajasthan	98	90
1243	Punjab	130	112