



**DHARMSINH DESAI UNIVERSITY, NADIAD**  
**FACULTY OF TECHNOLOGY**  
**B.TECH. SEMESTER VII IT**

**SUBJECT: (IT-704) Data Analysis & Information Extraction**

<b>Examination</b>	<b>: Block examination</b>	<b>Seat No.</b>	<b>: _____</b>
<b>Date</b>	<b>: 21/10/2016</b>	<b>Day</b>	<b>: Friday</b>
<b>Time</b>	<b>: 3:00 to 4:15</b>	<b>Max. Marks</b>	<b>: 36</b>

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**INSTRUCTIONS:**

1. Figures to the right indicate maximum marks for that question.
  2. The symbols used carry their usual meanings.
  3. Assume suitable data, if required & mention them clearly.
  4. Draw neat sketches wherever necessary.
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**Q.1 Do as directed.**

- (a) What is data mining? Explain with example. [2]
- (b) What are the different types of the measures in data mining? [2]
- (c) Describe what is operation-derived concept hierarchy with an appropriate example. [2]
- (d) What do you mean by indexing in data mining? Explain its types. [2]
- (e) What are the draw-backs of apriori algorithm? [2]
- (f) What is the difference between PAM and CLARA? Which one is better? [2]

**Q.2 Attempt the following questions.** [12]

- (a) What are the various ways of coupling or integrating DM system and a DB/DW system? [6]
- (b) Define the requirements of the a clustering algorithm in the data mining. [6]

**Q.3 (a) Give a short example to show that items in a strong association rule may actually be negatively correlated.** [6]

- (b) Discuss the classification by decision tree induction with example. [6]