In Semester Examination-3,April 2022

Data Mining & Business Visualization

# YEAR/SEM: ST/ SEM IV DATE: 19/04/2022

**BRANCH: AIML TIME: 2.30 PM to 3.30 PM MARKS: 20**

## Subjective Questions Instructions:

1. All questions are compulsory.
2. Assume suitable data wherever necessary and state the assumptions made.
3. Figures to the right indicate full marks.

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| **Q2** | **Subjective Type Question (10 Marks)**  **Solve any 1 (5 Marks)** | MARKS |
| Q2.a | Use K- means algorithm to create 2 clusters for given set of values  {2,4,10,12,3,20,30,11,25}.Explain difference between K mean and K medoid algorithm. | 5 |
| Q2. b | Illustrate any one hierarchical clustering with example. | 5 |
| **Q3** | **Solve any 1 (5 Marks)** |  |

Q3 a. Write the steps with proper diagram and explanation of Business Intelligence architecture

and explain any one application business intelligence. 5

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Q3 b. Write the development Phases of a business intelligence system in details with proper diagram. 5