DSVV

COVID – 19 (ONLINE EXAMINATION)

देव संस्कृति विश्वविद्यालय

शान्तिकुन्ज, हरिद्वार

आन्तरिक मूल्यांकन परीक्षा – INTERNAL EVALUATION TEST

उत्तर-पुस्तिका

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कक्षा Class: BCA (6th Sem)

दिनाँक Date: 25/03/21

प्रश्न पत्र संख्या Examination Paper Number: .....

पेपर कोड Paper code: .....

नामांकन संख्या Enrollment Number: .....

विषय Subject: DWDM

दिन Day: Thursday

लघूत्तरीय A) Short Answer Type		योग/Total
1	2	
दीर्घ उत्तरीय B) Long Answer Type		
1		
कुल योग अंकों में / TOTAL IN DIGITS		
कुल योग शब्दों में/TOTAL IN WORDS		

परीक्षार्थी के हस्ताक्षर
Signature of student's

परीक्षक के हस्ताक्षर
Signature of Examiner

Short Answer Question

1. **Neural Networks:** Neural networks are used for effective data mining in order to turn raw data into useful information.

- Neural networks looks for patterns in large batches of data, allowing businesses to learn more about their customers which directs their marketing strategies, increase sales and lowers costs.
- Neural networks mine data in areas such as bio informationtics, banking, and retail.
- Neural Networks data warehousing organizations can harvest information from database to help users make more informed decisions through neural networks ability to handle complex relationships cross-pollinations of data, and machine learning.
- Neural networks and AI technologies can carry out many business purposes with unstructure data from tracking and documenting real-time communications to finding new customers that automate follow ups and flag warm leads
- Neural networks are used for effective mining in order to turn raw data into useful information.
- Neural networks look for patterns in large batches data, allowing businesses to learn more

about their customers which directs their marketing strategies, increase sales and lowers costs.

- Data mining also known as data discovery and knowledge discovery, is the process of analysing hidden patterns of data against criteria in order to categorise the data into useful information.

- In professor Arackioo's paper, Applications of neural networks in data mining" she notes that finding information that is hidden is a difficult as it is important.

- Neural network mine data in areas such as bioinformatic, banking and retail.

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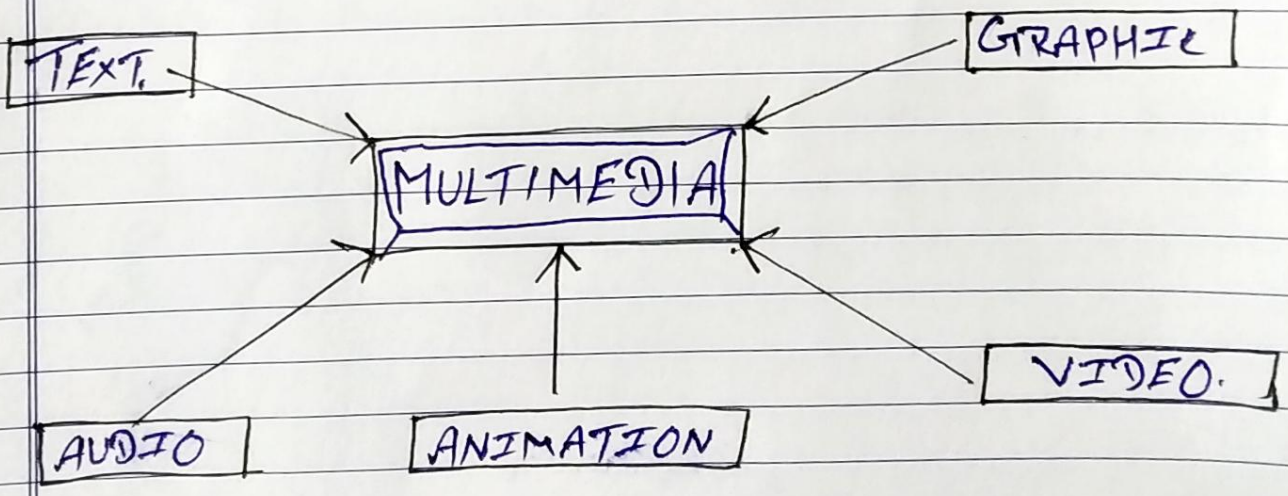
2. Multimedia Database:

- A multimedia database is a collection of related for multimedia data.
- The multimedia data include one or more primary media data types such as text, images graphic objects animations sequences, audio and video.
- Multimedia database stores data in the form of text, images, graphic, animation, audio and video.
- A multimedia database is a database that include one or more primary media files types such as .txt (documents), jpg (image), .swf (video) .mp3 (audio) etc.



- Mutimedia miner:- Image contains 2 descriptors feture descriptor & layout descriptor.

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- Media data:

- This is the mutimedia data that is stored in the database such as images, videos, audios, animat etc.

Media formate data

- The media formate data contains the formatting information related to the media data such as simpling rate, frame rate, encoding scheme etc.

- Media Keyword data.

- This contains the keyword data related to the media in the database. for a image the keyword data.

Media feature data.

- The Media feature data describe the features of the media data. For an image, feature data can be colours of the image, textures in the image etc.

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Long Answer Question

1. Web Mining is the process of Data Mining techniques to automatically discover and extract information form web document and services.

- The main purpose of web mining is discovering useful information form the World-Wide web and its usage patterns.

Need:

- It is necessary to analyze this huge amount of data and extract useful information form it.
- Data mining is defined an extracting information form huge sets of data.
- In other words, we can say that that data mining is the procedure of mining knowledge from data.
- The information on knowledge extracted so can be for any of the following applications-
- The world is now stand on data. From morning to till night every of our work is related to data ~~remark~~ Store in the warehouse

Imporetent

- Web mining is essentially using data mining techniques to gauge out of useful information form

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web data that consists of web documents, hyperlinks inside the documents, etc.

- World wide web is an ever-growing matrix and has a very complicated structure.
- It proves to be the fertile ground for web mining because of it's large size and dynamic nature.

a) Identifying Source :-

- Different data sets have differents challenges so here rises the need to identy the data source.
- This segmention data sets to dermine what content you should be studing to fetch data form.

b.) Picking data points

- The structure database helps to distinguish the data has to be analyzed.
- The extractions of the following information and calcuation of probality required depends upon the quality of the data which can either be simple or complexed.

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c) Taking Out Key Values.

- Data points have been identified and accurate information has been extracted from the database aggregated data sets, by this stage.

d.) Interpreting the Results.

- This step involves rendering the extracted information into more actionable insight that can be represented by using numerical figure value comparisons etc.

- Data mining largely used in several application such as understing consumer search product, analysis, demand and supply analysis, e.

- Data Mining has great importance in today's highly competitive business envirors.