BDA 10 marks; -- -> both of 10 m and 5 m @ repected times

- 1. Describe the Analytics process model.
- 2. Explain variable selection. @@
- 3. Explain Logistic regression.
- 4. Explain the Relational Logistic Regression with a neat diagram. @
- 5. Illustrate parametric survival analysis. @@
- 6. Explain the Support Vector Machine./ SVM methods @
- 7. Explain Fraud detection .--
- 8. Discuss on Web Analytics with examples.
- 9. Summarize the various data collection mechanisms in web analytics. @
- 10. Summarize the techniques available to build a recommender system
- 11. Discuss the various recommended system techniques.
- 12. Explain the following: @
 - (a) probabilistic Relational Neighbor Classifier. --
 - (b) Collective Inferencing.
- 13. Discuss in detail about the Segmentation.
- 14. Explain the significance of segmentation and its application.
- 15. Describe in detail about the Data Quality.
- 16. Explain the data quality dimensions.
- 17. Discuss about the Credit Risk MODELING application with examples. @
- 18. Explain the Neural Networks in detail. / Illustrate Neural Networks. @@
- 19. Discuss the properties of Neural network.
- 20. Discuss about the Categorization with suitable examples.
- 21. Write short notes on:
 - (a) Relational Neighbor Classifier --
 - (b) Probabilistic Relational Neighbor Classifier.
- 22. Describe the Evaluating Predictive Models.
- 23. How to evaluate the performance of predictive models? Explain.
- 24. Discuss on the Association Rules with examples. @
- 25. Explain the various Social Network Metrics with a neat diagram.--
- 26. Summarize Social network metrics.
- 27. Discuss on the classifiers commonly used in social network analysis.
- 28. Explain in detail outlier defection and treatment. @@@
- 29. What is Survival Analysis? Explain the details. --
- 30. Discuss the features of Egonets and Bigraphs.
- 31. Discuss on the Decision Trees with examples. / Illustrate Decision trees. --
- 32. Explain the Multiclass classification techniques. --@
- 33. Describe the various categories of clustering techniques.
- 34. Explain Categorization.
- 35. Discuss on the idea of Benchmarking.--
- 36. Discuss the various privacy concerns in Data analytics.

5 MARKS

- 1. Explain the steps in analytics process model. @
- 2. List and explain the data elements types. @@
- 3. Explain multiclass classification techniques. --
- 4. What is survival analysis? Explain.
- 5. Write a note on Target Variable.
- 6. Explain the Target Definition with examples.

- 7. Distinguish between Hierarchical and NonHierarchical Clustering Techniques.
- 8. Write about the requirements of analytical model. @@
- 9. List out the steps in Girvan-Newman algorithm.
- 10. Enumerate inferencing procedure names.
- 11. Explain the steps in data quality management program.
- 12. Write short notes on Missing Values. @
- 13. Write a brief note on Logistic Regression
- 14. Write about Multiclass logistics regression.
- 15. Write about the Bagging and Boosting Ensemble Methods.
- 16. Explain Association Rule Mining. @
- 17. Write about Social network with example. @
- 18. Discuss about the Social Network Learning.
- 19. What are the various components of social network learner? Give a note on them.
- 20. Discuss on the Social Network Metrics with a neat diagram.--
- 21. Write short notes on Collective Inference with examples.
- 22. Write about the Privacy issues
- 23. Explain the types of Data Sources. @
- 24. Write down standardizing data. @@
- 25. Write a note on target variable.
- 26. Give a note on linear regression. @
- 27. What are the various types of Descriptive analysis? Give a note on it.
- 28. Give a note on Relational Neighbor Classifier. --@
- 29. Write a note on Benchmarking. @
- 30. Describe Survival analysis measurements. @
- 31. Write about Lift measure
- 32. Write a note on Ensemble methods.
- 33. Write a note on Sampling.
- 34. Write a note on Support and Confidence in Association rule.
- 35. Explain decision tree with an example. --
- 36. What are the two types of search engine marketing? Give a note.
- 37. List and explain the network centrality measures.
- 38. Discuss the DQ problem cases
- 39. List and explain the components of fraud network. –
- 40. Write short notes on Collaborative Filtering
- 41. Write short notes on Content-Based Filtering
- 42. Write a brief note on Multiclass Support Vector Machine. @
- 43. Write short notes on Random Forests.
- 44. Discuss about the weights of Evidence Coding.
- 45. What are the various type of Descriptive analysis? Give a note on it.
- 46. List out the disadvantages of page tagging versus web server log analysis.

1 marks

- 1. 1.Expand CLV.
- 2. What is CLV @
- 3. What is Justifiability? @
- 4. Define Analytics @
- 5. What are the various type of Data elements? @@@
- 6. Write the difference between regression and classification predictive analytics.
- 7. What are the types of Predictive analysis? @
- 8. Define Decision tree. @
- 9. List two decision tree measures.
- 10. What is Overfitting in Decision Trees?
- 11. How is support of an item set defined?

- 12. Write down the two step process of association rule mining
- 13. What is Conditional density?
- 14. Define social network. / Give an example of Social network. @
- 15. Who introduced Relational logistic regression?
- 16. List out the popular open source analytical workbenches.
- 17. Expand CCF.
- 18. Expand OLTP.
- 19. Expand CAO.
- 20. Expand DAA. @
- 21. What is RFM
- 22. Define OLAP
- 23. Expand OLAP.
- 24. List two OLAP operations.
- 25. Expand SOM.
- 26. Define SOM.
- 27. What is BMO?
- 28. What is RPA?
- 29. What is meant by EAD? @
- 30. Define Sociogram. @
- 31. Define Memoryless property.
- 32. Define Segmentation.
- 33. Define justifiability.
- 34. Define 'Net response'
- 35. Define support.
- 36. What is sampling?
- 37. What is Benchmarking?
- 38. What is Geodesic?
- 39. What is Standardizing Data?
- 40. What is confidence?
- 41. What is Unsupervised Learning? @
- 42. What is Gross response?
- 43. What is Interpretability? @
- 44. What is Survival Analysis? @
- 45. Give examples of fraud detection.
- 46. Write down the types of social networks. @
- 47. Write down the goal of social network learning @
- 48. What is the use of Network Model in Social Network Learning? 49. Name the three components of Social Network Learner. @
- 50. Write any two formulas for calculating Performance Measures.
- 51. What is called as Sparseness Property of SVMs?
- 52. Write the Data Quality principle to safeguard Privacy. @
- 53. What is Spider Constructions in the domain of Social Security Fraud?
- 54. What is the aim of Sampling?
- 55. What are the two types of Outliers? @
- 56. What is Gross Response in Response Modeling?
- 57. State the basic notation of Apriori algorithm.
- 58. Write any two popular examples of Collective Inference Procedures.
- 59. What are the different types of Software used for doing Analytics?
- 60. What is Triangle in a Network?
- 61. Specify the types of categorical data
- 62. Name one referencing procedure.
- 63. Name an application area of Data Analysis.
- 64. How is Customer lifetime value defined?

- 65. Write down the various types of kernel functions used in SVMs.
- 66. Give examples of collective inferencing procedures. @
- 67. What is the purpose of Root Node in a Decision Tree?
- 68. Write any two applications of Segmentation.
- 69. Write down the two key measures to quantify the strength of an Association Rule.
- 70. What is the role of CAO in corporate governance?