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?