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	Question Paper Code: 10148	
	M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.	
	Elective	
	BA 4027 — DATA MINING FOR BUSINESS INTELLIGENCE	
	(Regulations 2021)	
Tim	ne : Three hours Maximum : 100 marks	
	Answer ALL questions.	
	PART A — $(10 \times 2 = 20 \text{ marks})$	
1.	Write short note on spatial mining.	
2.	Write short note on text mining.	
3. 4.	What is meant by Random Sub-sampling? List challenges of Data Mining.	
5.	What is ARIMA?	
6.	Give short note on regression analysis.	
7,	Write three examples where Clustering is used.	
8,	Write a short note on 'market basket analysis'.	
9.	Describe the main advantages of using Neural Network.	
10.	How is data warehouse different from a database?	
	PART B — $(5 \times 13 = 65 \text{ marks})$	
11.	(a) Discuss Social impact of data mining.	
	Or	
	(b) Elaborate characteristics and challenges of web mining.	

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 (a) Give classification and explain the prediction performance measures of data mining process.

Or

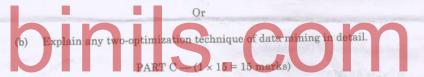
- (b) Why data preprocessing is an important issue for data mining and data warehousing? State your elaborate note.
- (a) Describe the various data visualization techniques in data prediction.

Or

- (b) Explain any two time series techniques in detail. Discuss their importance in prediction with a suitable example.
- 14. (a) Discuss is detail on the applications of logistic regression in business.

Or

- (b) What is Decision tree? Elucidate basic algorithm for inducing a Decision tree from training samples.
- 15. (a) Discuss different types of machine learning algorithms which is used in business? Explain its significance in business operations.



 (a) How and where data mining is crucial in today's business success. Give any two examples and explain in detail.

Or

(b) Illustrate the data warehouse information flow and its components. Explain all data warehousing components in detail.

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