

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

MBA
15MNG307D

3rd Semester Regular Examination 2017-18
Datamining for Business Intelligence (DBI)

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B697

Answer Question No.1&2 which is compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Fill in the blanks : (2 x 10)

- a) The process of removing noise and incontinent data is-----
- b) When the multiple data source is combined, is a concept of -----
- c) The relevance to the data analysis tax, where are retrieved from the data base is known as -----?
- d) -----is the process of data transforming and consolidating into forms appropriate for mining by performing summary or aggregation operation.
- e) The process where intelligence methods are applied in order to extract data patterns, is ----- ?
- f) To identify the truly interesting patterns representing knowledge based on some interesting majors -----method is applicable.
- g) -----technique is applied where visualization and knowledge representation are used to present the mined knowledge to user?
- h) -----refers to the ability of classifier or predictor to make correct predictions from give noisy data?
- i) -----is terms as the ability to construct the classifier or predictor efficiently; given large amount of data?
- j) -----is a technique to extent the classifier or predictor understanding?

Q2 Answer the following questions: (2 x 10)

- a) What is the purpose of a data warehouse?
- b) Explain Business Intelligence Issues
- c) Describe the business intelligence and data mining cycle.
- d) Describe the data processing chain.
- e) What is data mining?
- f) What are supervised and unsupervised learning techniques?
- g) Describe the key steps in the data mining process.
- h) What are some of the most popular data mining techniques?
- i) What are the key requirements for a skilled data analyst?
- j) What is a regression model?

Q3 a) Why should organizations invest in business intelligence solutions? (8)

b) What are the key elements of a data warehouse? Describe each. (7)

Q4 a) Describe the key steps in the data mining process. Why is it important to follow these processes? (8)

b) How does relational model mark a clear break from previous database models? (7)

- Q5** **a)** Describe three business applications in your industry where cluster analysis will be useful. **(8)**
 b) Explain different methods that can be used evaluate and compare the accuracy of different classification algorithms **(7)**
- Q6** Design a Business Intelligence application which will provide Retail Chain Company with features and performance that meet their objectives. Use any Data mining technique? **(15)**
- Q7** **a)** What is a decision tree? Why are decision trees the most popular classification technique? **(8)**
 b) Compare and contrast decision trees with regression models? **(7)**
- Q8** **Write short notes on any THREE :** **(5 x 3)**
 a) Transactional databases vs. data warehouses.
 b) Persistent staging areas PSA.
 c) Data Store Objects DSO
 d) Row vs. columnar databases