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**GIET UNIVERSITY, GUNUPUR - 765022**  
**B. Tech (Fourth Semester Regular) Examinations, May - 2024**  
**22BCDPE24001 - Predictive Modeling and Analytics**  
**(CSE - DS)**

Time: 3 hrs

Maximum: 70 Marks

(The figures in the right hand margin indicate marks)

**PART - A****(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. List 3 advantages of using PA.	CO1	K1
b. Write a short note on Content based Filtering.	CO1	K1
c. What is the necessity in cleaning the data?	CO2	K1
d. Write a short note on Data Classification.	CO3	K1
e. How are outliers visualized?	CO4	K1

**PART - B****(15 x 4 = 60 Marks)**Answer **ALL** questions

	Marks	CO #		Blooms Level
2. a. Explain in detail Collaborative Filtering.	7	CO1		K2
b. Differentiate between Data Driven and User Driven Analytics.	8	CO1		K4
(OR)				
c. Explain the types of Data Attributes with examples.	15	CO1		K2
3.a. List out the practical Problems that can be solved by using Data Classification.	15	CO2		K1
(OR)				
b. Explain the concept of Decision Trees by taking an example. Show the Decision Tree construction and summarize the conclusion.	15	CO2		K1
4.a. Discuss the steps in building a Predictive Model.	15	CO3		K2
(OR)				
b. Explain the ETL Operations.	7	CO3		K2
c. How do industries adopt PA? Explain with different use cases.	8	CO3		K1
5.a. How Decision trees are helpful in Data Visualization?	7	CO4		K1
b. How do you visualize hidden data? Explain with examples.	8	CO4		K1
(OR)				
c. List out the benefits of Data Visualization.	7	CO4		K1
d. What is a data matrix? Discuss with an example.	8	CO4		K1

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