

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



GIET UNIVERSITY, GUNUPUR - 765022
M. B. A (Third Semester) Regular Examinations, January - 2024
21MBAIT23001 - Data Mining for Business Decisions

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is Data Mining?	CO1	K2
b. What are the different tasks of Data Mining?	CO1	K2
c. What is the difference between Data Mining and Data Warehousing?	CO2	K3
d. What is association rule learning?	CO2	K1
e. What are the different problems that "Data Mining" can solve?	CO3	K1
f. What are the key features of Data Mining?	CO3	K2
g. Discuss the Life cycle of Data Mining projects.	CO4	K1
h. Explain the Decision Tree Classifier.	CO4	K1
i. What do you understand by Data Purging?	CO5	K1
j. What is the difference between OLAP and OLTP?	CO5	K3

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. What are the different techniques used for Data Mining?	8	CO1	K3
(OR)			
b. What are DM functionalities and classification of DM systems?	8	CO1	K3
3.a. What is multidimensional data model?	8	CO2	K3
(OR)			
b. Explain data cubes, stars, snowflakes and fact constellations.	8	CO2	K3
4.a. What is CLAP?	8	CO3	K2

(OR)

b.	Explain data cleaning. Elaborate Missing Values, Noisy Data.	8	CO3	K2
5.a.	How data integration is different from transformation of data?	8	CO4	K3
(OR)				
b.	Explain Numerosity Reduction.	8	CO4	K3
6.a.	Explain Discretization and Concept Hierarchy Generation.	8	CO5	K3
(OR)				
b.	Discuss DM Functionalities and Classification of DM Systems.	8	CO5	K3

--- End of Paper ---