

I.T. / T. E / Sem VI / CBGS / May 17 / 02 / 06 / 12

T3326 / T0907 DATA MINING AND BUSINESS INTELLIGENCE

Q.P. Code :13464

(3 Hours)

Total Marks:80



N.B. : (1) Question No. 1 is compulsory
(2) Attempt any three questions out of remaining.

- Q.1 a Explain multilevel association rules with example. 10
- b Explain business intelligence issues. 10
- Q.2 a Explain BIRCH algorithm with example. 10
- B Explain data mining steps in KDD. Explain its architecture. 10
- Q3 a Explain different visualization techniques that can be used in data mining. 10
- B Explain classifier accuracy evaluation techniques. 10
- Q4 a Define classification, its issues and explain ID3 algorithm. 10
- B Explain K-mean clustering with suitable example. 10
- Q5 a Design a BI system for fraud detection. Explain All steps from data collection to decision making. 10
- b Explain box plot summary with example. 10
- Q6 a Explain data preprocessing phase for data mining. 10
- B Explain outlier analysis. 10