BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : V
SESSION : MO/2024

SUBJECT: MT332 DATA MINING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q.1(a)	Explain basic data mining tasks with suitable examples.	[5]	2	1
Q.1(b)	Briefly discuss the different types of data with suitable examples.	[5]	1	1
Q.2	What do you mean by data classification? Why it is being done? Briefly discuss the steps of building a classification model.	[10]	3	3
Q.3(a)	What is cluster analysis? Discuss the different types of clustering.	[5]	3	2
Q.3(b)	Explain the K-means clustering method with a suitable example.	[5]	3	2
Q.4(a)	What do you mean by similarity and dissimilarity measures?	[5]	4	2
Q.4(b)	Explain Euclidean Distance and Cosine Similarity with proper example.	[5]	4	3
Q.5	Explain large itemset. How is the list developed? Briefly explain Apriori principle with transactions.	[10]	1,2	1,3

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