

PART – B

(5 * 4 = 20 Marks)

Answer ALL Questions

Each answer should not exceed 200 words or one page

11. (a) Explain the applications of Data mining
(OR)
11. (b) Discuss the conceptual Star Schema model with example
12. (a) Discuss the support and confidence measures of association rule mining
(OR)
12. (b) Discuss briefly the constrain based association rule mining
13. (a) Discuss the various criteria for comparing the classification and prediction method
(OR)
13. (b) Discuss the classification by back propagation
14. (a) Write short note on Internet Marketing
(OR)
14. (b) Explain briefly the structure of big data
15. (a) What is a time series data? Explain the similarity search in time series analysis
(OR)
15. (b) Describe briefly about text mining process

PART - C

(5 * 7 = 35 Marks)

Answer ALL Questions

Each answer should not exceed 600 words or three pages

16. (a) Discuss the data preprocessing stages for discovery of new knowledge form large databases
(OR)
16. (b) Discuss briefly the three tier architecture of data warehouse
17. (a) Discuss the procedures to find frequent items sets using candidate generation
(OR)
17. (b) Discuss different kinds of association rules with example
18. (a) Explain the classification by decision tree based algorithm with an example
(OR)
18. (b) Discuss briefly the classical partitioning methods in clustering analysis
19. (a) Explain business intelligence cycle and decision support in detail
(OR)
19. (b) Discuss the basics of web based actionable business intelligence
20. (a) List out and explain how to mine complex types of data
(OR)
20. (b) Explain the data mining application for Financial Data analysis and Biological data analysis
