

# School of Business

BBA  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem IV - D1UF401T - Data Mining

*Your answer should be specific to the question asked  
Draw neat labeled diagrams wherever necessary*

1. Explain predictive data mining. K2 CO1 (5)
2. .Discuss the concept of collaborative filtering in recommendation systems. How is it used to provide personalized recommendations? K2 CO1 (5)
3. Describe the concept of data discretization in data mining. What are the common methods used for data discretization? K2 CO2 (5)
4. . Explain the concept of ensemble learning in data mining. How does ensemble learning improve the accuracy of predictions? K3 CO3 (10)
5. Define the term "data preprocessing" in data mining. Explain the key steps involved in data preprocessing. K4 CO4 (10)
6. Discuss the concept of dimensionality reduction in data mining. What are the techniques commonly used for dimensionality reduction? K2 CO2 (10)
- 7) Explain about the multidimensional data model K4 CO3 (10)

### OR

- How prediction is different from classification. Compare and contrast classification methods. K4 CO3 (10)
- 8) Discuss the differences between supervised and unsupervised learning algorithms in data mining. K5 CO5 (15)

### OR

- What is the concept of association rule mining? Provide an example to illustrate its application. K5 CO5 (15)
9. Discuss the concept of decision trees in data mining. How are decision trees constructed and used for classification tasks? K5 CO5 (15)
  10. Explain various sources of data used for knowledge discovery. K4 CO4 (15)