School of Business

MBA
ETE - May 2023

Time : 3 Hours   **Marks : 50**

Sem IV - MBBA6010 - DATA MINING AND PREDICTIVE ANALYSIS
Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary

1.	Discuss the role of technology in data mining process.	K2 CO1 (2)
2.	Describe the data mining process.	K2 CO2 (2)
3.	Explain the benefits of learning techniques for business analytics.	K4 CO3 (2)
4.	Explain benefits of ensemble methods by citing a suitable example.	K4 CO4 (2)
5.	Explain the benefits of unsupervised methods.	K4 CO5 (2)
6.	Classify the advantages of text mining.	K4 CO1 (5)
7.	Classify the predictive techniques for data mining.	K4 CO2 (5)
8.	Evaluate the suitability of predictive models for estimation of demand in real estate industry.	K5 CO5 (6)
9.	Evaluate association rules techqnique for calculating strength of affinity.	K5 CO3 (8)
10.	Evaluate the application of bag of words (BOW) in text mining.	K5 CO4 (8)
11.	In May 2017, Supreme Retail launched its house brand called 123* in the laundry detergents category as a cost-effective detergent, giving comparable wash results like other established brands in the market. However, Sambasiva Rao (Rao), the GM at Supreme Retail, had to identify answers for impact on sales if price of the 123* is increased. Formulate a mechanism to use predictive data mining techqniues for this purpose. (Make suitable assumptions).	K6 CO5 (8)