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(Do not write anything on question paper except Roll No.)
[This paper consist of ONE Page]

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester IV – PGDM (RM)

Data Mining & Business Analytics
ET_RM_BA&DM_0310

Time: 3 Hrs. *M. Marks: 70*

INSTRUCTIONS: Attempt any SIX questions including Q1 which is compulsory.

Q 1 Differentiate between any **FOUR** of the following:
  a) Supervised and unsupervised data.
  b) Data-Mining and Data-warehousing.
  c) OLAP and OLTP.
  d) Dimensional and fact tables.
  e) Schema and meta-data.   **20**

Q 2 What do you understand by data-mining? List associated terminologies referring to data-mining techniques? List and explain the application of data-mining?   **10**

Q 3 Discuss data attribute types along-with its features and use?   **10**

Q 4 How classification and clustering techniques are different? What kind of situation one use classification or clustering? Give one example of implementing Classification analysis using decision tree?   **10**

Q 5 List the importance of Mean, Median, Mode, Quartiles, Interquartile range, Standard Deviation in data analysis?   **10**

Q 6 What can be depicted for data x and y series using correlation and regression? Explain with scenario example? Explain the output of Excel - regression analysis?   **10**

Q 7 Explain with relevant scenario/example (Any THREE):
  a) Predictive analysis.
  b) R and R^2 (R-square) in regression analysis.
  c) Outlier analysis.
  d) Data cubes.
  e) Slicing & dicing of Multi-dimensional data cube.   **10**

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