MAY 2025 **P/ID 78019/RMBB4**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Data Mining.
2. What is Text Mining?
3. State the meaning of Web Mining.
4. What is a Data Warehouse?
5. OLAP Vs OLTP.
6. What is ETL process?
7. Define Classification.
8. What is Market Basket Analysis?
9. Briefly describe the Industrial Espionage.
10. What is CRM analytics?
11. Mention any two applications of Data Mining in banking.
12. How will you define Business Intelligence (BI)?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the concept and phases of Data Mining.

14. List out the characteristics and views of a Data Warehouse briefly.

15. Discuss the role of BI software in modern organizations.

16. Describe clustering techniques used in Data Mining.

17. Explain ethical and legal issues involved in Business Intelligence.

18. Write a brief note on Business Intelligence software tools.

19. Illustrate how ETL is used in data warehouse development.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Explain Market Basket Analysis and Association Rules with examples.

21. Elaborate on applications of Data Mining in retailing, banking and healthcare sectors.

22. Evaluate the decision tree algorithm and present its working using a neat diagram.

23. Describe the process of classification using genetic algorithms with example.

24. Compare SVM with decision tree classifiers.

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