DECEMBER 2022 **P/ID 17621/PCAE5**

Time : Three hours Maximum : 80 marks

PART A — ($10 \times 2 = 20$ marks)

Answer any TEN questions.

1. What is Big Data Analytics?

2. What are the various tools used for visual data exploration? Explain.

3. Explain any two methods used for categorization.

4. Describe Predictive Analysis.

5. What are the various impurity measures used in Decision trees?

6. Mention any two applications of Association rule Mining.

7. Explain K-means clustering.

8. What are Egonets?

9. Explain the intrinsic dimensions of the data quality.

10. What is Backtesting?

11. What is the significance of a triangle in a Fraud Network?

12. Define Web Data Analytics.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Discuss on some applications of Big Data Analytics.

14. Explain how the filter Information Value is used in Variable Selection.

15. Discuss on any two Ensemble Methods for Predictive Analysis.

16. Explain the various clustering methods.

17. Discuss briefly on the metrics in Social Networks.

18. Write short notes on collective inferencing.

19. Discuss briefly on the Various Web Page KPIS.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss briefly on the requirements of an Analytical Model.

21. Explain Association Rule Mining with an example.

22. Discuss in detail about Social Network Analysis.

23. Discuss on the significance of data quality in Big Data Analytics.

24. Write short notes on the various approaches used to build Recommender Systems.

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