

Roll No.

Total Pages : 2

BT-7/D-23

47400

DATA MINING & PREDICTIVE MODELLING

Paper-PE-CS-AIDS-417A

Time Allowed : 3 Hours]

[Maximum Marks : 75

Note : Attempt five questions in all, selecting at least one question from each Unit. All questions carry equal marks.

UNIT-I

1. (a) Why is Data Mining important? What are the issues and challenges in Data Mining? 8
- (b) Discuss Application of Data Mining. 7
2. (a) What are the various Steps involved in Data Mining Process? 8
- (b) Discuss KDD process Model. 7

UNIT-II

3. (a) Discuss the importance of Association Rule Mining. 8
- (b) Explain some various of Apriori Algorithm. 7

4. Write notes on the following : $2 \times 7\frac{1}{2} = 15$

(a) Nearest Neighbour Classification.

(b) Clustering Methods.

UNIT-III

5. Write in detail about Model Development Techniques and Explain Data partitions. 15

6. Explain the Bayesian Network and Linear Regression. 15

UNIT-IV

7. (a) Describe the Model Evaluation and Deployment. 8

(b) What is Automating Models for Categorical and Continuous Targets? 7

8. (a) What is Meta-level Modeling? 8

(b) Explain the CHAID Analysis. 7