Subject Code: 183103

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

**BE - SEMESTER-VIII • EXAMINATION - WINTER • 2014** 

Date: 25-11-2014

Sub	ject	Name: Business Intelligence & Data Mining 2:30 pm - 05:00 pm  Total Marks:	
		tions:	, 70
	1. 2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
Q.1	(a) (b)		07 07
Q.2	(a) (b)	•	07 07
		OR	
	<b>(b)</b>	Compare FP-Growth approach with Apriori and explain with suitable example.	07
Q.3	(a) (b)	<u> </u>	07 07
		OR	
	(a)	(1) Bayesian Classification (2) Genetic Algorithms	07
	<b>(b)</b>	List and describe five primitives for specifying a data mining task.	07
Q.4	(a)	Briefly compare snowflake schema, fact constellation and starnet query model.	07
	<b>(b)</b>	Write Short note on ARCS.	07
		OR	
	(a) (b)	Explain Attribute Oriented Induction approach for generalizing data. Explain Decision Tree induction approach.	07 07
Q.5	(a)	Explain following classification methods:  1. K-nearest neighbour classifiers 2. Case-based reasoning	07
	<b>(b)</b>	Explain classification by back-propagation method of Neural Network.	07
		OR	
	(a) (b)	Write down applications of Data Mining in various domains.  Explain Association Rule Mining with types of Association Rules.	07 07