Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**Supplementary Examination – June – 2017**

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| **Code :** | **14CS3074** | **Duration :** | **3hrs** |
| **Sub. Name :** | **ADVANCED DATA MINING** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Explain different data and information systems with its applications. | CO1 | 15 |
| b. | What kind of patterns can be mined? | CO1 | 5 |
| (OR) | | | | |
| 2. |  | What are the different ways to handle missing data? | CO1 | 20 |
| 3. |  | Assume, You are a technical consultant for a chain of restaurants. The CEO of the company wants to know the current trends, customer reviews, Competitors business patterns and company's growth for the past 5 years. In this case, what will be the different source of data you consider for analysis? | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Draw a table and 3-D view of sales data for AllElectronics, according to the dimensions time, item, and location. | CO2 | 20 |
| 5. |  | Elusidate support vector machines with nessesary diagrams. | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Explain market basket analysis with the given table.   |  |  |  | | --- | --- | --- | | **Customer** | **Item Purchased** | **Item Purchased** | | 1 | Pizza | Beer | | 2 | Salad | Soda | | 3 | Pizza | Soda | | 4 | Salad | Tea | | CO4 | 20 |
| 7. |  | Explain the different functions involved in Data Transformation. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Explain decision tree algorithm with an example. | CO4 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Explain K-nearest neighbor classifiers. | CO3 | 20 |

ALL THE BEST