LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - **STATISTICS**

THIRD SEMESTER – **NOVEMBER 2013**

ST 3957 - DATA WAREHOUSING AND DATA MINING

Date : 12/11/2013 Dept. No. Max. : 100 Marks
Time : 9:00 - 12:00

SECTION - A

Answer ALL the Questions **(10X2=20 Marks)**

1. Define Data mining
2. State the purpose of Data warehousing
3. Define Gini impurity Measure
4. Define OLAP with an example
5. State the steps involved in a data mining project
6. State any two application of data mining
7. State any one advantage of CART and CHAID
8. State the use of Kernel function in a SVM
9. State the use of Association rule mining
10. State any two use of Text mining

SECTION - B

Answer any FIVE questions **(5x8=40 Marks)**

11. a. State the steps in involved in a data mining project (4+4)
    b. State the steps involved in a text mining project of extracting insights from user reviews
12. Explain in detail Single layer and Two-layer architecture of data warehousing system
13. Explain Genetic Algorithm with an example
14. State the procedure involved in Naive Bayesian classification method
15. Explain Association Rule mining in detail
16. Explain Bagging of classifiers and random forest method of classification
17. Explain the steps involved in construction of CHAID

SECTION - C

Answer any TWO questions **(2x20=40 Marks)**

18. a. Explain Three-layer architecture of data warehousing system (6+14)
    b. Explain in detail the steps involved in ETL process
19. a. Explain the steps involved in construction of CART (12+8)
    b. Explain kth nearest neighbourhood method of classification
20. a. Explain Artificial Neural network in detail (14+6)
    b. State the properties of a data warehouse architecture
21. a. Explain Adaptive Boosting method in detail (12+8)
    b. Explain procedure involved in support vector machine in detail

****