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|-------------------------------------------------------------------------------|-----|-------------------|
| 17. Differentiate between agglomerative and divisive clustering. | CO5 | [K ₂] |
| 18. Data warehousing is not data mining. Justify why/why not. | CO2 | [K ₂] |
| 19. Differentiate between types of web mining. | CO5 | [K ₂] |
| 20. Distinguish between contextual and collective outlier through an example. | CO5 | [K ₂] |

PART C (6 x 5 = 30 Marks)

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| 21. Explain the principle of back propagation. | CO3 | [K ₂] |
| 22. How can we employ association rule mining for product recommendation? | CO2 | [K ₂] |
| 23. Explain the principle of Naïve Bayes algorithm with an example. | CO4 | [K ₂] |
| 24. Bring out the advantages of k-medoids over k-means through an example | CO5 | [K ₂] |
| 25. How can outlier analysis be used to detect online fraud? | CO5 | [K ₂] |
| 26. How is a time-series analysis useful for weather prediction? | CO3 | [K ₂] |

**Answer any FOUR Questions
PART D (4 x 10 = 40 Marks)**

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| 27. Discuss in detail the seven steps of Data Mining process. | CO1 | [K ₂] |
| 28. Discuss in detail the advantages and disadvantages of Decision Tree Induction. | CO3 | [K ₂] |
| 29. Explain the basic principles of FP Growth algorithm. Compare its advantages and disadvantages with apriori algorithm. | CO2 | [K ₂] |
| 30. Describe the important concepts of k-means clustering using any application | CO5 | [K ₂] |
| 31. Explain how spatial data mining can be used for city planning. | CO4 | [K ₃] |
