

MBA-I / SEM-II LEADERSHIP AND SUCCESSION PLANNING / (2021-22)

COMPREHENSIVE CONCURRENT EVALUATION

Faculty Name: Prof. Ujjval More

Subject: DATA MINING

Sub Code: 206 SC–BA-02

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Written Home Assignment	50	16 th July 2022
2	Online MCQ Examination	50	
3	End Semester Examination	50	

Component 1. Written Home Assignment

Instructions:

1. The last date of Submission is 16th July 2022.
 2. Written Home Assignment should be hand written and in your own words; copied Written Home Assignment and case study from peers onother open sources will not be considered for assessment.
 3. The content should cover all the points & justify the marks for Written Home Assignment and case study.
 4. Incomplete Written Home Assignment will not be accepted.
 5. Student name, specialization, Written Home Assignment questions must be clearly mentioned.
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Component 1. : Written Home Assignment:

(50 Marks)

- 1) Explain Anomaly detection, how anomaly detection is implemented in bank to identify the fraud in bank.
- 2) Explain various data types and there applicability.
- 3) Predictive prospecting in B2B space and how can we assess user intent using 1st party, 2nd party and 3rd party data use in dell inc.
- 4) Illustrate any two Applications of Customer Profiling.
- 5) What is Ethics of data mining, Advantages and disadvantages of ethics of data mining

Component 2. Online MCQ Examination:

(50 Marks)

Component 3. End Semester Examination:

(50 Marks)