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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2022-24) |
| **Course Title: Data Mining and Predictive Analytics, (Course Code: 40824)**  **End Term Examination, Term - IV (Oct, 2023)** | |
| **Time Duration: 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**SECTION - A**

**Q1.** What is the difference between unsupervised and supervised learning in machine learning? **(7 Marks)**

**Q2 (a).** What is the purpose of using the RapidMiner Studio in the process of Data mining?  **(4 Marks)**

**(b).** How does RapidMiner handle imbalanced datasets in classification problems? **(4 Marks)**

**Q3.** **(a).** How can RapidMiner help with feature selection in data mining? **(5 Marks)**

**(b).** What is cross-validation, and why is it important in model evaluation? **(5 Marks)**

**SECTION - B**

**Q4.** How can businesses use the insights gained from data mining and predictive analytics to make strategic decisions in using the Aviation Industry for Green Supply Chain Management? **(15 marks)**