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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 structured, semi-structured, and unstructured data in data mining?  **(7 Marks)**

**Q2 (a).** What is the significance of removing overfitting in the process of Data mining?  **(4 Marks)**

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

**Q3.** **(a).** How can RapidMiner use CART for classification in data mining? **(5 Marks)**

 **(b).** How does cross-validation help in classification using Random Forest? **(5 Marks)**

 **SECTION - B**

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