2013

MIS AND DATA MINING

Paper : 207

Full Marks : 70

Time : Three hours

*The figures in the margin indicate full marks
for the questions.*

GROUP–A

(Answer any THREE questions)

1. Suppose you are a manager being asked to develop computer-based applications to gain a competitive advantage in an important market for your company. What observations might you have about doing so ? Why ?   14

2. Differentiate between data and information. How should a business store access and distribute data and information about its internal operations and external environment ? Discuss.   14

3. Discuss the different components of an information system.

How can a manager demonstrate that he or she is a responsible end user of information system ?

Give several examples. 14

4. Differentiate between information systems and management information system (MIS). Discuss MIS for sales and Marketing. Explain its benefits. 14

5. How do managers use a decision support system (DSS) ?

How is it different from an (MIS) ? How must the knowledge, experience, and insights of a manager be coupled with the outputs from a DSS to yield good decision making ? 14

6. Define each of the following data mining functionalities :

Association Analysis,
Classification and Prediction,
Cluster Analysis, and
Evolution Analysis

Give examples of each data mining functionality, using real-life database with which you are familiar. 14

7. Suppose your task as a software engineer at Gauhati University is to design a data mining system to examine the university course database, which contains the following information :

The name, address, and status (eg. undergraduate or graduate) of each student, the courses taken, and the cumulative grade point average (GPA). Describe the architecture you would choose.

What is the purpose of each component of this architecture ?

Discuss. 14

8. Write short notes on : *(Any TWO)*   7×2=14

   (a) Data Mining Process.

   (b) Major Issues in Data Mining.

   (c) Data Mining Application Areas.