

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF INFORMATION COMMUNICATION TECHNOLOGY

END OF TERM EXAMINATION

DEPARTMENT: COMPUTING & INFORMATION TECHNOLOGY

COURSE CODE: BCIT 307

CAMPUS: ROYSAMBU

COURSE TITLE: INTRODUCTION TO DATA MINING

EXAM DATE:

TIME:

INSTRUCTIONS

- This exam carry a total of SIX Questions of [10 Marks Each]
- Section One (I) is compulsory.
- Answer any 3(Three) Questions from Section Two (II)
- Read all questions carefully before attempting.

Section One Compulsory 10 marks

Question One.

a) Analyze the following application areas for Data Mining.

- i. Market Analysis. [2 marks].
- ii. Fraud Detection. [2 marks].
- iii. Customer Retention. [2 marks].
- iv. Production Control. [2 marks].
- v. Science Exploration [2 marks].

Section Two Attempt any Three Questions.

Question Two.

Discuss Five factors one would consider in selection of a suitable Data Mining setup.
[10 marks].

Question Three

Discuss the following concepts as applied in data mining fields.

- i. Dashboards. [2 Marks]
- ii. Key Performance Indicators (KPI) [2 Marks]
- iii. Graphical OLAP. [2 Marks]
- iv. Forecasting and predictive analysis. [2 Marks]
- v. Reports [2 Marks]

Question Four

a) Evaluate how you would go about applying the following stages involved in data mining in your practical approach.

- i. Data Capture/Acquisition. [5 marks]
- ii. Data Access & Analysis. [5 marks]

Question Five.

Data on the Cloud could be subjected to various threat issues and challenges that would compromise the warehouse integrity and localization. Describe the main cloud privacy issues
[10 marks]

Question Six.

- a) With aid of a diagram discuss the Data Mining Tasks [5 marks].
- b) Compare and contrast between clustering Analysis and Regression Analysis as data mining Techniques. [5 marks]

-END-