Set B

Time allowed: 2 Hours
Max Marks: 50

Roll No: _____

Instruction: Students are required to write models, process, results and interpretations in answer booklet. They are also advised to submit soft copy to the invigilators.

All questions are of equal value

Q1. CILO-1

The file "RFM_2.xlsx" contains the date and size of transactions for 5000 customers of a mail order catalog company. RFM (recency, frequency, and monetary value) attempts to predict how a customer will perform in the future based on ranking for recency, frequency, and monetary value. Rate each person on a 1–4 scale on each attribute, with a rating of 4 being the best and 1 the worst.

Q2. CILO- 2 & 3

Assume that you want to use a conjoint analysis to evaluate how consumers value the following attributes for a new refrigerator while purchasing:

❖ Capacity: 115 ltr. or 165 ltr or 235ltr

❖ No. of doors: 1 or 2

❖ Price: 15000 or 25,000 or 40,000 in rupees

❖ Delivery Time: 4 days, 5days, or 6 days

Now suppose the analyst wants to create 12 product profiles and exclude the following types of product profiles as infeasible:

- 235 ltr, 1 door, 15000

- 115 ltr. 3 doors, Rs.40000

Write the detail procedure, solution and its interpretations.

OR

Q3. CILO – 2 & 3
What are support, confidence and lift in association rule of mining? Explain with examples. Find 3 way lift for the example MBA_2 (data 2928). Write the detailed procedure and the interpretation of the solution in answer sheet.