PAPER ID-420680

Subject Code: KMBNIT05

Roll No: | | | | | | | | | | | | | |

MBA

(SEM IV) THEORY EXAMINATION 2021-22

BUSINESS DATA WAREHOUSING & DATA MINING

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

a. What is predictive data mining?
b. Define data mart.
c. Explain web mining.
d. What is meant by drill-down?
e. What is binning?
f. Describe clustering.
g. What is meant by support count?
h. Describe concept hierarchy.
i. Define entropy in decision tree.
j. Describe WEKA.

SECTION B

2. Attempt any *three* of the following: **10 x 3 = 30**

a. Explain the need and application of data warehouse in industrial context.
b. State the salient features and advantages of various OLAP servers.
c. Differentiate between dimensionality reduction and data compression.
d. Explain any two distance-based algorithms.
e. Define regression. Differentiate between logistic and linear regression.

SECTION C

3. Attempt any *one* part of the following: **10 x 1 = 10**

(a) What is meant by data warehouse? State its salient features.
(b) Discuss the various data warehouse schema models.

4. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Describe the different OLAP operations.
(b) Explain the security and recovery mechanism of data warehouse.

5. Attempt any *one* part of the following: **10 x 1 = 10**

(a) How is data mining different from data warehouse?
(b) Explain in detail the KDD process.

6. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Describe association rule mining. Give example.
(b) Explain Bayesian classification and its principle.

7. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Explain decision tree algorithm in context of product sales at store.
(b) Describe the relevance and application of data mining in business world.

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