PAPER ID-410919

Roll No:

MBA
(SEM IV) THEORY EXAMINATION 2023-24
BUSINESS DATA WAREHOUSING & DATA MINING

TIME: 3 HRS

M.MARKS: 100

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

SECTION A

1. Attempt *all* questions in brief.

a.	What is the difference between data mart and data warehouse?	2
b.	What do you mean by cube?	2
c.	What is multidimensional data?	2
d.	What do you mean by pivot operation?	2
e.	Write down the application of data mining in business?	2
f.	Define risk management.	2
g.	Define Slice and Dice operation.	2
h.	What is descriptive and predictive data mining?	2
i.	What are the parameters for selecting right data mining technique?	2
j.	What is State the Hierarchical Methods?	2

SECTION B

2. Attempt any *three* of the following:

a.	What is the difference between database management system and data warehouse?	10
b.	What you understand by Web Mining and differentiate between web mining and data mining.	10
c.	What are the stages of knowledge discovery in database (KDD)?	10
d.	Explain the different Algorithms of Association Rules.	10
e.	Explain the currents Trends in Data Mining.	10

SECTION C

3. Attempt any *one* part of the following:

a.	What are the components of Data warehouse architecture?	10
b.	Explain the various applications of Data Mining.	10

4. Attempt any *one* part of the following:

a.	Explain the role of data warehouse testing and Challenges of data warehouse testing.	10
b.	Differentiate ROLAP and MOLAP server functionalities.	10

5. Attempt any *one* part of the following:

a.	Explain the Data Preprocessing in Data Mining.	10
b.	Define Data Cleaning and explain the step in Data Cleaning.	10

6. Attempt any *one* part of the following:

a.	Explain the Association Rules. And what are the Applications of Association Rule.	10
b.	Write the short notes on Target Marketing and Risk Management.	10

7. Attempt any *one* part of the following:

a.	Explain the various data mining tools and its feature.	10
b.	Define clustering? Why clustering is important in Data Mining? Write its uses.	10

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