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Reg. No. | | | | | | | | |

III Semester M.B.A. (Day & Evening) Degree Examination June/July - 2024

MANAGEMENT

Data Warehousing and Data Mining

(CBCS Scheme 2019 Onwards)

Paper : 3.7.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. Compare OLTP and OLAP.
2. Define Data Warehousing. What is the importance of Data Marts in Data Warehousing?
3. Write in brief about Data cleaning.
4. What is Outlier detection? Explain distance based Outlier detection.
5. Explain Decision Tree in Classification.
6. Define ETL process and mention the processing steps of ETL.
7. Write about basic concept in Association Rule Mining.

SECTION - B

Answer any **Three** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. Give an example for defining Star and Snowflake Schema. Explain each in detail.
9. What is KDD? Explain Kimball Life Cycle with a neat diagram.
10. Define Clustering. Explain the types of data in Cluster Analysis.
11. Discuss about a three tier Data Ware house Architecture.

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SECTION - C

12. Compulsory Case Study: **(1×15=15)**

Your college or university is designing a data warehouse to enable deans, department chairs, and the registrar's office to optimize course offerings, in terms of which courses are offered in how many sections, and at what times. The data warehouse planners hope they will be able to do this better after examining historical demand for courses and extrapolating any trends that emerge there from

Questions:

(a) Give three dimension data elements and two fact data elements that is ought to be present in the database for this data warehouse.

(b) Draw a data cube for this database.

(c) Suggest an aggregation that could apply to one of the dimension data elements.