R15

Code No: 723AQ

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, January - 2018
DATABASE MANAGEMENT SYSTEMS

Time: 3hours   Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A   **5 × 5 Marks = 25**

1.a)   What are the components of Organizational memory?   [5]
  b)   Describe the need for the database planning.   [5]
  c)   What is the difference between Development project failure and system failure?
                                                                               [5]
  d)   Define Meta data and Human Meta data with example.   [5]
  e)   Explain step by step procedure for developing a project plan.   [5]

PART - B   **5 ×10 Marks = 50**

2.   What is a Database system? Explain the advantages and its architecture with neat diagram.   [10]
                                              OR
3.   Discuss in detail about Relational Database Systems.   [10]

4.   Explain how to share data between different levels of users and among different locations.   [10]
                                              OR
5.   What is Database project? Explain the steps for Database Development Life Cycle.
                                                                               [10]

6.a)   Explain how to separate physical and logical data representations of Data?
  b)   What is meant by Overhead Costs?   [5+5]
                                              OR
7.   Briefly explain about Client-server Database architecture with neat diagram.[10]

8.   What is Data warehousing? Explain in detail about its users, need and applications.
                                                                               [10]
                                              OR
9.   Discuss different types of Multidimensional data structures.   [10]

10.a) What is OLAP? Explain its architectures.
   b) What is the difference between General OLAP, Web based OLAP.   [5+5]
                                              OR
11.   What is Data Mining? Explain about Decision Tree algorithms with example.[10]

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