

**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? [5+5]
- 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. [5+5]
- 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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