

R15**Code No: 723AQ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, June/July-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 is DBMS? Explain limitations of traditional systems. [5]
- b) Explain about sharing data between different levels of users. [5]
- c) Describe three-level database architecture. [5]
- d) What is a data warehouse? Explain in detail. [5]
- e) Explain the concept of neural networks. [5]

PART - B**5 × 10 Marks = 50**

2. Describe the information system cycle and discuss various types of information systems. [10]

OR

3. Explain in detail about database system components. [10]

4. Discuss in detail about the role of database systems in the organizations. [10]

OR

5. Why is data shared between different functional units? Explain with lucid examples. What is the role of database in this situation? [10]

6. What are organizational conflicts? Explain. [10]

OR

7. Discuss about separating physical and logical data representation. [10]

8. Explain the following:

- a) Database structures b) Human meta data [10]

OR

9. Explain the following:

- a) Context of data warehouse database
- b) Computer-based Meta Data for the computer to use [10]

10. What is data mining? Why is it associated with data warehouse? How the results of decision trees are in an organization? [10]

OR

- 11.a) What are general OLAP product characteristics? Explain.
- b) Explain about overcoming resistance to the data warehouse. [10]

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