**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]

---ooOoo---