Code No: 723AQ

**R15**

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
### MBA III Semester Examinations, December - 2019
### 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 the need for random access processing of information? Explain. | [5] |
| b) | How the data is shared between its functional units? Explain. | [5] |
| c) | Write about the overhead costs associated with databases. | [5] |
| d) | Explain the need for the data warehouse and list their uses. | [5] |
| e) | Write the significance of Data Mining Systems. | [5] |

### PART - B                                                        5 × 10 Marks = 50

| | | |
|---|---|---|
| 2.a) | Describe the evolution of database technologies. | |
| b) | Differentiate between individual data management and organizational data management with suitable illustrations. | [5+5] |

**OR**

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|---|---|---|
| 3.a) | Describe the relationship between hardware, software, data and people in a DBMS. | |
| b) | Explain Hierarchical network model systems and their significance. | [5+5] |

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|---|---|---|
| 4.a) | What is the need for database planning? Explain. | |
| b) | Describe the process of sharing data between functional units. | [5+5] |

**OR**

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|---|---|---|
| 5.a) | Discuss about database project and its creation process. | |
| b) | Explain the Database Development Life Cycle (DDLC) in detail. | [5+5] |

| | | |
|---|---|---|
| 6.a) | Discuss about database system development project failures and its consequences. | |
| b) | With a neat sketch, explain the 3–level database architecture and its components. | [5+5] |

**OR**

| | | |
|---|---|---|
| 7.a) | Discuss about organizational conflicts in database management. | |
| b) | What is the need for separating physical and logical data? Discuss. | [5+5] |

| | | |
|---|---|---|
| 8.a) | What is a data warehouse? Write the applications of data warehouses. | |
| b) | Write different ways of getting data into the data warehouse. | [5+5] |

**OR**

| | | |
|---|---|---|
| 9.a) | What is Data Warehouse Database? Write the context of data warehouse database. | |
| b) | Discuss about data extraction, transformation, cleaning, loading and summarization. | [5+5] |

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|---|---|---|
| 10. | What is the use of neural networks in data warehouses? Explain about various nearest neighborhood approaches. | [10] |

**OR**

| | | |
|---|---|---|
| 11.a) | Explain about web based OLAP in detail. | |
| b) | Describe the process of constructing data warehouse system. | [5+5] |