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Code No: 723AQ

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, April/May-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 type of data to be maintained by an organization? [5]
 b) What is the need for database planning? [5]
 c) What are the various failures during project development? [5]
 d) List the reasons for large financial returns in data warehousing implementations. [5]
 e) Explain the concept of neural networks. [5]

PART - B   5 × 10 Marks = 50

2. What are components of organizational memory? Explain. [10]

OR

3. How is data handled in file oriented systems? Discuss the drawbacks in this system.
[10]

4. Describe the database development life cycle with necessary diagrams. [10]

OR

5. Explain how to share data between different locations. [10]

6. What are the overhead costs incurred in maintaining a database system for an organization? Explain. [10]

OR

7. What is logical representation of data? How is it different from physical representation? Why are they separated in a database system? [10]

8. "Data warehouse is not a product it is an architecture". Substantiate this statement. [10]

OR

9. What is meant by Meta data? Why is it significant in data warehouse? How is it generated and managed in the data warehouse? Explain with examples. [10]

10.a) Explain about OLAP architecture.
 b) Discuss about nearest neighbour approaches. [5+5]

OR

11. Describe the various stages in the construction process of a data warehouse with relevant example. [10]

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