Code: 14E00319

MBA III Semester Supplementary Examinations May 2018

DATA WAREHOUSING & MINING

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks)

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1 Explain the components of organizational memory.

OR

2 Explain in detail individual data management.

3 Explain sharing data between functional units.

OR

4 What are the differences among sharing data between functional units and sharing data between different levels of users? Explain in detail.

5 Explain an advantage of the multi dimensional database structure over the relational database structure for data warehousing applications.

OR

6 What is metadata and explain three reasons why it can be useful?

7 Compare and contrast the data driven and the application-driven approaches to develop a data warehouse? Explain.

OR

8 Explain several rules for selecting approach to OLAP.

9 Explain conceptual structure of neural networks in data mining.

OR

10 Explain one significant disadvantage of the decision tree approach to data mining.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

A Hospital is collaborated with medical college is designing a data warehouse to enable deans, department chair and the superintendent's office to optimize department services, in terms of which services are offered in how many sections and at what times. The data warehouse planners hope they will be able to do this better after examining historical demand for department services and extrapolating any trends that emerge.

Questions:

(a) Give three dimension data elements and two fact data elements that could be in the database for this data warehouse.
(b) Draw a data cube for this database.
(c) Suggest an aggregation that could apply to one of the dimension data elements.

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