Code: 9A05706

R09

B.Tech IV Year I Semester (R09) Supplementary Examinations June 2017
DATA WAREHOUSING & DATA MINING
(Computer Science & Engineering)

Time: 3 hours   Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

*****

1   (a)   What is data mining? Explain its role in knowledge discovery process.
    (b)   Discuss concept hierarchy generation for categorical data with examples.

2   (a)   Discuss multidimensional data model and explain various schemes for multidimensional data model.
    (b)   Explain indexing OLAP data. Describe types of OLAP servers.

3   (a)   Explain various kinds of data for cluster analysis.
    (b)   Explain K-means algorithm for clustering.

4   (a)   Describe various types of text bases. What is meant by text mining?
    (b)   Which data mining functionalities are applicable to text bases?

5   (a)   How to construct a spatial data cube? Discuss the types of measures in a spatial data cube.
    (b)   Describe similarity search in multimedia data.
    (c)   Explain locality preserving indexing.

6   (a)   What is multirelational data mining?
    (b)   Discuss mining customer's networks for viral marketing.
    (c)   Describe Hoeffding tree algorithm.

7   (a)   Write about probabilistic latent semantic indexing method.
    (b)   Explain HITS algorithm.
    (c)   What is meant by an object cube?

8   Discuss data mining for biological data analysis.

*****