

**CODE NO: R5-313/MBA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA-III Semester Regular Examinations February -2010**

**DATA WARE HOUSING AND DATA MINING**

**Time:3hours**

**Max.Marks:60**

**Answer any Five questions**

**All questions carry equal marks**

- - -

1. a) Define data management.  
b) Explain the different components of organizational memory.  
c) Explain the evaluation of database technology.
2. a) Explain the need for random access processing.  
b) Explain the architectural representation of hierarchal network model systems.
3. a) What is data sharing? Explain how the data is shared between functional units, different levels of users and different locations.  
b) Explain the database development life cycle.
4. a) Explain the client/ server database architecture with the help of neat Diagram.  
b) Explain the three-tier data warehousing architecture.
5. a) What is a data warehouse? Lists its advantages and features.  
b) Explain different types of multi-dimensional data structures.
6. a) Explain in detail about the different database structures.  
b) Explain the following terms:
  - i) Web base OLAP
  - ii) Human metadata
7. Explain the following automated analysis techniques:
  - i) Decision tree
  - ii) Neural networks
  - iii) Nearest neighbour approaches.
8. a) Explain the three-tier data warehouse architecture.  
b) Explain the steps for designing and constructing a data warehouse.

\*\*\*\*\*