Subject Code: MC943/R09

M C A - IV Semester Regular/Supply Examinations, November - 2014
DATA WAREHOUSING AND DATA MINING

Time: 3 hours   **Max Marks: 60**

Answer any <u>FIVE</u> of the following
All questions carry equal marks.
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1. a) Explain the concept of multi-way aggregation with a suitable example.
    b) Differentiate OLTP and OLAP systems.

2. Explain Star, Snowflake, Fact Constellation schema with suitable example.

3. Discuss the importance of establishing a standardized data mining query language. What are some of the potential benefits and challenges involved in such a task? List and explain a few of the recent proposals in this area.

4. a) Write the algorithm for attribute-oriented induction. Explain the steps involved in it.
    b) Discuss about the methods of attribute relevance analysis?

5. Explain the FP-Tree algorithm for generating the frequent patterns with an example.

6. a) How rough set approach and fuzzy set approaches are useful for classification? Explain.
    b) Discuss about Bayesian classification.

7. a) How do you categorize the major clustering algorithms?
    b) Explain grid-based methods in clustering.

8. a) Discuss about mining time-series and sequence data.
    b) Explain multidimensional analysis of multimedia data.
    c) Define Information retrieval. What are basic measures for text retrieval?

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Subject Code: MB942/R09

M B A - IV Semester Regular/Supply Examinations, Nov - 2014
BUSINESS ETHICS AND GOVERNANCE

Time: 3 hours   Max Marks: 60

Answer any <u>FIVE</u> of the following
All questions carry equal marks. Q.No.8 is compulsory

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1) Describe various concepts and theories of business ethics.

2) Explain the impact of globalization on Indian business.

3) Evaluate the ethics involved in selling of a product.

4) What are the ethical issues are relating to human resource management?

5) Define corporate governance and explain theory and practice of governance.

6) Write about the rights and privileges of shareholders?

7) Explain the role of media creating awareness on corporate social responsibility among the companies.

8) **Case Study:**

ChantaleLeroux works as a clerk for Avco Environmental Services, a small toxic-waste disposal company.   The company has a contract to dispose of medical waste from a local hospital. During the course of her work, Chantale comes across documents that suggest that Avco has actually been disposing of some of this medical waste in a local municipal landfill. Chantale is shocked. She knows this practice is illegal. And even though only a small portion of the medical waste that Avco handles is being disposed of this way, any amount at all seems a worrisome threat to public health. Chantale gathers together the appropriate documents and takes them to her immediate superior, Dave Lamb. Dave says, "Look, I don't think that sort of thing is your concern, or mine. We're in charge of record-keeping, not making decisions about where this stuff gets dumped. I suggest you drop it."

The next day, Chantale decides to go one step further, and talk to Angela van Wilgenburg, the company's Operations Manager. Angela is clearly irritated. Angela says, "This isn't your concern. Look, these are the sorts of cost-cutting moves that let a little company like ours compete with our giant competitors. Besides, everyone knows that the regulations in this area are overly cautious. There's no real danger to anyone from the tiny amount of medical waste that 'slips' into the municipal dump. I consider this matter closed."

Chantale considers her situation. The message from her superiors was loud and clear. She strongly suspects that making further noises about this issue could jeopardize her job. Further, she generally has faith in the company's management. They've always seemed like honest, trustworthy people. But she was troubled by this apparent disregard for public safety. On the other hand, she asks herself whether maybe Angela was right in arguing that the danger was minimal. Chantale looks up the phone number of an old friend who worked for the local newspaper.

Questions:

a). What should Chantale do?

b). What are the reasonable limits on loyalty to one's employer?

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