

S. NO.: 210

BATCH: 2012 - 2017

Reg. No.:

4

END OF SEMESTER EXAMINATIONS, NOVEMBER - 2017

ELECTIVE : I/ III: DATA WAREHOUSING AND MINING

SUBJECT CODE : 16P3IT13 / 08P3CS04

MAJOR : M. Sc (CS / IT)

TIME : 3 HOURS

SEMESTER : III / I

MAX. MARKS: 70

SECTION A – (5 X 3 = 15)

Answer All the Questions:

1. How is a data warehouse different from a database?
2. Define Data mining.
3. What is Clustering?
4. What is Cross Selling in Business Value Data Mining?
5. Define text mining?

SECTION B – (5 X 11 = 55)

Answer All the Questions:

6. a) Discuss in detail about Access Tools in Data warehouse.
(OR)
b) Briefly explain about Data Warehouse Administration and Management.
7. a) Discuss about Data Mining Effectiveness.
(OR)
b) Write a detailed note on Data Mining Methodology.
8. a) Briefly explain about Next generation techniques in Trees, Networks and Rules.
(OR)
b) When to use Data Mining? Explain.
9. a) Discuss in detail about Customer profitability.
(OR)
b) Explain about Customer segmentation.
10. a) Discuss in detail about Customer Profitability in Business Value.
(OR)
b) Discuss in detail about Customer Segmentation in Business Value.
