Total No. of Questions :12]

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SEAT No. :

[Total No. of Pages :2

T.Y. M.C.A. (Under Engineering Faculty)
DATA WAREHOUSING DATA MINING & BUSINESS INTELLIGENCE
(2013 Pattern) (Semester - V)

Time : 3 Hours]   [Max. Marks :50

Instructions to the candidates:
1) *Neat diagrams must be drawn wherever necessary.*
2) *Assume suitable data if necessary.*

Q1) a) Why data need to be preprocessed? Illustrate with an example.   [4]

b) Explain fact constellation schema with suitable diagram.   [4]

OR

Q2) a) What is data warehouse? Explain data warehouse architecture.   [4]

b) What are the different OLAP operations? Explain any two OLAP operations with suitable diagram and example.   [4]

Q3) a) Explain descriptive & predictive data mining.   [4]

b) What are major issues with data mining? Illustrate.   [4]

OR

Q4) a) What is data mining? Explain any two applications of data mining.   [4]

b) Explain KDD process with suitable diagram.   [4]

Q5) a) A database has five transactions. Let min_sup=2 and min_conf=70%. Find all frequently occurred items using Apriori algorithm. Find best rules from support and confidence values.   [6]

TID	ITEM
1	Shampoo, diaper, baby powder, bread, umbrella
2	Diaper, baby powder
3	Shampoo, diaper, milk
4	Diaper, shampoo, soap
5	Shampoo, milk, coke

b) Write a note on outlier analysis.   [3]

OR

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Q6) a) Explain simple k-means algorithm. [6]

   b) Write note on Decision tree. [3]

Q7) a) What is business intelligence? Explain with its suitable applications. [4]

   b) Explain ETL process in detail with suitable diagram. [5]

OR

Q8) a) Describe various data warehouse components in brief. [4]

   b) What are challenges faced while successfully implementing Business Intelligence? Illustrate. [5]

Q9) a) What factors need to be considered before designing data architecture? Explain in brief. [4]

   b) How to model the data architecture? Illustrate in brief. [4]

OR

*Q10)*a) Explain ROLAP, MOLAP and HOLAP in brief. [4]

   b) What is data mart? How is it different than data warehouse? Illustrate.[4]

*Q11)*a) List out different Business Intelligence Reporting Tools. Explain any two in brief. [4]

   b) "Business Intelligence Reporting Tools play key role in Decision Support System". Comment on the statement. [4]

OR

*Q12)*a) What is need of Business Intelligence Reporting Tools? Illustrate with example. [4]

   b) How do you evaluate Business Intelligence Reporting Tools? Give your views. [4]

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