

Department of Computer Science  
Computer Science /Computer Applications  
Data Engineering and Management

Time: Two Hour

Maximum: 50 Marks

Part – A (11 \* 1=11)

Answer all questions

1. \_\_\_\_\_ ensure the user processes (CO1, K1)  
(a) Encryption (b) Data recovery  
(c) Access control (d) None of the above
2. Protecting the DB form authorized users is called \_\_\_\_\_ (CO1, K2)  
(a) Data Security (b) Data Integrity  
(c) Data Recovery (d) Access control
3. Foreign key values must be matched is called \_\_\_\_\_ (CO1, K1)  
(a) Data Integrity (b) Referential Integrity  
(c) Entity Integrity (d) None of the above
4. Distributed data provide greater \_\_\_\_\_ (CO1, K2)  
(a) Reliability (b) Availability  
(c) (a) and (b) (d) None of the above
5. \_\_\_\_\_ schema introduces the degree of normalization into dimensions (CO1, K1)  
(a) Snowflake (b) Galaxy  
(c) Global (d) Local
6. Any fragmentation must be \_\_\_\_\_ and \_\_\_\_\_ (CO1, K2)  
(a) Lossless and disjoint (b) Lossless and Semi join  
(c) Lossy and disjoint (d) Lossy and Semi join

7. All the copies of data are held in a strictly consistent is called \_\_\_\_\_ replication (CO1, K2)  
(a) Asynchronous (b) Partial replication  
(c) Synchronous (d) Full synchronous
8. \_\_\_\_\_ is an aggregated and holistic presentation of client's data (CO1, K1)  
(a) Single Customer View (b) Client Single View  
(c) Single Customer Repository (d) All the above
9. Expand KYC \_\_\_\_ (CO1, K1)  
(a) Know Your Carrier (b) Know Your Customer  
(c) Know Your Consumer (d) None of the above
10. \_\_\_\_ is the strategic approach to streamline processes and reduce operational cost (CO1, K2)  
(a) 360 degree view (b) TCO/ROI metrics  
(c) KPI (d) None of the above
11. \_\_\_\_\_ will be partly be used to augment human intelligence (CO1, K2)  
(a) Machine learning (b) Artificial Intelligence  
(c) CRM (d) None of the above

Part – B (3\*5=10)

12. Analyze the causes of poor data quality with example (CO2, K4)
13. Compare synchronous versus asynchronous replication with example (CO2, K5)
14. Illustrate the benefits of KYC 360 degree in detail

(CO2, K4)

15. How to define TCO / ROI metrics? Analyze with example (CO2, K4)

Part – C (3\*8=16)

16. (a).Elaborate the data ware house architecture in detail (CO3, K3)

(OR)

- (b). Describe, the How the BI techniques helps in business. (CO3, K2)

17. (a). Elucidate the fragmentation and partitioning in detail. (CO3, K2)

(OR)

- (b). Explain the multidimensional model of data in detail (CO3, K4)

18. (a). Summarize the CRM pillars with detail (CO3, K6)  
(OR)

- (b). Elaborate the steps to defining the TCO/ROI metrics in detail (CO3, K3)