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10MCA542

**Fifth Semester MCA. Degree Examination, June / July 2014**  
**Data Warehousing and Data Mining**

Time: 3 hrs.

Max. Marks: 100

**Note: Answer any FIVE full questions.**

- 1
  - a. What is Datamining? Discuss on the process of knowledge discovery in Databases. (08 Marks)
  - b. Explain i) Predictive tasks ii) Descriptive tasks. (04 Marks)
  - c. State and explain the four core data mining techniques. (08 Marks)
- 2
  - a. What is an ODS? Compare ODS with a data warehouse. (08 Marks)
  - b. Describe the steps involved in Data cleaning. (05 Marks)
  - c. What is ETL? Explain ODS and DW architecture. (07 Marks)
- 3
  - a. Write INMOW's definition of a data warehouse. Explain the star schema used in data warehouse design, with a suitable example. (08 Marks)
  - b. What is OLAP? Explain the need for OLAP. (02 Marks)
  - c. Discuss on data CUBE operations, with suitable examples. (10 Marks)
- 4
  - a. Discuss on any two types of data sets. (10 Marks)
  - b. What is Data Preprocessing? Explain any four data preprocessing techniques in detail. (10 Marks)
- 5
  - a. What is an Association Rule? Discuss its importance. (02 Marks)
  - b. Define i) Support ii) Confidence iii) Frequent item set. (06 Marks)
  - c. Discuss in detail the Apriori principle and the Apriori Algorithm. (12 Marks)
- 6
  - a. What is Webmining? Discuss on web content mining, with few examples. (10 Marks)
  - b. Write notes on : i) Text Mining ii) Unstructured text. (10 Marks)
- 7
  - a. Discuss on the types of Cluster Analysis Method. (08 Marks)
  - b. Describe the following Hierarchical methods in Cluster Analysis.  
 i) Distance between clusters ii) Divisive Hierarchical method. (12 Marks)
- 8
  - a. What is classification problem? Write and explain the decision tree Induction algorithm. (10 Marks)
  - b. Write any 2 methods for evaluating the performance of a classifier. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.