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Roll No. :

576464(76)

**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Management Branch)

DATA WAREHOUSING and DATA MINING

(Elective-II)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Answer all questions. Part (a) of each question is compulsory and carry 6 marks. Part (b) and (c) carry 10 marks each. (Attempt any one)

Unit-I

1. (a) What is data mining? How data warehousing is

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- different from a database? How are they similar? 6
- (b) Explain the following : 10
- (i) Characterization
 - (ii) Association
 - (iii) Classification & Clustering

Or

- (c) Discuss the concept of Association analysis. 10

Unit-II

2. (a) Discuss Temporal Modeling and Non Temporal Modeling. 6
- (b) What is the difference between Discrimination and classification. Explain. 10

Or

- (c) What is Data Cube? Explain the development of Data Cube Technology. 10

Unit-III

3. (a) What is Data Reduction and Data Discretization? 6

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- (b) What is Concept Hierarchy in Data Mining? Describe four major types of Concept Hierarchies with example. 10

Or

- (c) Suppose a group of 12 sales price records has been sorted as follows :

4, 8, 15, 21, 21, 24, 25, 28, 34, 50, 55, 58

Partition them into three bins by each of the following methods :

- (i) Equal frequency (equidepth) partitioning :
- (ii) Smoothing by bin means :
- (iii) Smoothing by bin boundaries : 10

Unit-IV

4. (a) Why is Frequent Pattern or Association Mining an essential task in Data Mining. 6
- (b) What is Cluster Analysis? Discuss the types of data in cluster analysis. 10

Or

- (c) Write short notes on : 10

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- (i) Market Basket Analysis
- (ii) Bayesian classification

Unit-V

5. (a) Write notes on trends in Data Mining. 6
- (b) Explain the following : 10
- (i) Spatial Databases
 - (ii) Multimedia Databases
 - (iii) Text Databases
 - (iv) World wide web

Or

- (c) Distinguish between Data Visualization and Visual data mining. 10