

S.D.E.
M.B.A. (I.T.) Sem-IV (2013 Course) : WINTER - 2018
SUBJECT : DATA WAREHOUSING & DATA MINING

Day : Thursday
Date : 06/12/2018

W-2018-4698

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What is association rule mining? Why it is important? [14]
- Q.2** How data mining can used for prediction? Explain with suitable case. [14]
- Q.3** Data preprocessing is crucial step. Justify with case form telecommunication domain. [14]
- Q.4** Explain cluster analysis and outlier in finance domain. [14]
- Q.5** What is data transformation and data reductions? [14]

SECTION – II

- Q.6** Discuss the classification and prediction issues in retail industry. [14]
- Q.7** Differentiate between data generalization and data summarization. [14]
- Q.8** Write short notes on **ANY TWO** of the following: [14]
- a) OLAP Operations
 - b) Data Clustering
 - c) Data Integration

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