

B.C.A. (2010 COURSE SEM- VI : WINTER - 2017
SUBJECT: DATA WAREHOUSING AND DATA MINING

Day : **Saturday**
Date : **11/11/2017**

Time: **10.00 AM TO 01.00 PM**
Max. Marks: 70.

W-2017-1652

N.B.:

- 1) Q. No. 1 is **COMPULSORY**.
 - 2) Attempt any **FOUR** questions from Q. No. 2 to Q. No.7.
 - 3) Figures to the **RIGHT** indicate full marks.
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- Q.1** Explain an application of data mining in retail industry. (14)
- Q.2** What is a Data Warehouse? Explain architecture of Data Warehouse with a neat labeled diagram. (14)
- Q.3** What is meant by data reduction? Discuss any 2 data reduction strategies for obtaining reduced data representation. (14)
- Q.4** What is classification? List various classification techniques. (14)
- Q.5** What is Association Rule Mining? Explain the concept of Market Basket Analysis with an example. (14)
- Q.6** What is cluster analysis? Explain the major clustering methods in detail. (14)
- Q.7** Write short notes on any **TWO** of the following: (14)
- a) OLAP V/s OLTP
 - b) ROLAP, MOLAP and HOLAP
 - c) Attribute selection measures.

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