

Code: 17E00319

MBA III Semester Regular Examinations November/December 2018

DATA WAREHOUSING & MINING

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 (a) A data warehouse is a business intelligence tool-Justify.
(b) Write short note on the types of data warehouses and the components of data warehouse.

OR

- 2 (a) Explain the components of organizational memory.
(b) Give the guidelines to evaluate database technology.

- 3 (a) List out the benefits of data sharing.
(b) Write short note on the various types of data sharing.

OR

- 4 Discuss the role played by information sharing in the growth of an industry.

- 5 (a) Write short note on various categories of metadata.
(b) List out the role of metadata.
(c) Write short note on Repository metadata.

OR

- 6 Explain in detail the applications of data warehouse in banking sector.

- 7 Explain briefly various multi-dimensional data models.

OR

- 8 Explain the stages in a project management life cycle.

- 9 With help of a diagram, explain various steps in data mining process.

OR

- 10 Explain Nearest neighbor approaches.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case study:

Assume that a bank has posted a loss in the current financial year. Hence, it has decided to induct a restructuring program to retain the valuable customers, attract new customers and address risk in loan approval. If it approaches you for guidance what are the data mining techniques you would suggest to put the bank back on the rails.
