

M. Tech. Computer Science & Engineering (CBCS Pattern) Semester-I
PCSS141 / 14(A) : Data Warehousing and Data Mining

P. Pages : 1

Time : Three Hours



GUG/S/25/10944

Max. Marks : 70

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- Notes :
1. Solve **any five** questions.
 2. All questions carry equal marks.
 3. Due credit will be given to neatness and adequate dimensions.
 4. Assume suitable data wherever necessary.
 5. Diagrams and Chemical equation should be given wherever necessary.
 6. Illustrate your answers wherever necessary with the help of neat sketches.

1. a) Explain the Knowledge Discovery in Databases (KDD) process. 7
b) Describe the architecture of a data warehouse and its components. 7
2. a) Explain the concept of On-Line Analytical Processing (OLAP) and its benefits. 7
b) What is a data mart, and how does it differ from a data warehouse? 7
3. a) Explain application of Data Mining. 7
b) Explain a relation between data mining and data warehousing according to need of business. 7
4. a) What is the difference between statistics and data mining? 7
b) What are Hierarchical and Non-Hierarchical Clustering? Give examples. 7
5. a) Explain various mining complexities. 7
b) Define Neural Networks. In what scenarios are these networks used? 7
6. a) Explain the role of text mining in business intelligence, and how does it support knowledge discovery? 7
b) How does knowledge management contribute to a successful CRM strategy in e-business world? 7
7. a) What are the main types of classification algorithms used in data mining? 7
b) Explain the architecture of a Data Warehouse and discuss the role of Data Modeling within the architecture. 7
8. a) What are Hierarchical and Non-Hierarchical Clustering? Give examples. 7
b) How does knowledge management contribute to a successful CRM strategy in the e-business world? 7
