Registration No:

**MBA
15MNG402D**

4th Semester Regular Examination – 2016-17
DATA MINING FOR BUSINESS INTELLEGENCE (DBI)
BRANCH(S): MBA
Time: 3 Hours
Max Marks: 100
Q Code : Z915
**Answer Question No.1 & 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.**

Part – A (Answer All the questions)

Q1   Answer the following questions: (2 x 10)
   a) What is Data-warehousing?
   b) What is Business Intelligence?
   c) What is Fact Table?
   d) Write different stages of Data-warehousing?
   e) What is Data Mining?
   f) What is Online Analytical Processing?
   g) What is Star Schema?
   h) What is linear regression?
   i) List the different preprocessing steps for data classification and prediction.
   j) What is ER model?

Q2   Answer the questions.(Fill in the blanks with appropriate answer)   (2 x 10)
   a) BI stands for _____.
   b) OLTP stands for _____.
   c) ODS stands for _____.
   d) ROLAP stands for _____.
   e) SAP stands for _____.
   f) PSA stands for _____.
   g) MOLAP stands for _____.
   h) ETL stands for _____.
   i) MVPP stands for _____.
   j) DAG stands for _____.

Part – B (Answer any four questions)

Q3 a) What is Business intelligence tool? Discuss the typical capabilities of a business intelligence tool? **(10)**

b) Distinguish between Classification and clustering. **(5)**

Q4 a) Discuss the relationship between data compression and data mining **(7.5)**

b) What is two phase association rule? Discuss the difficulties associated with two phase association rule. **(7.5)**

Q5 What is Normalization? Discuss the different types of Normalization with example. **(15)**

Q6 a) How does data-warehouse help in improving the business of an organization? Discuss. **(8)**

b) Compare and contrast the design indexing schemes useful in data warehousing environment. **(7)**

Q7 a) In what way can a classifier handle missing data? Discuss. **(7.5)**

b) What are precision and recall? How do they differ from accuracy? **(7.5)**

Q8 Write Short Notes (Any Two) **(7.5 x 2)**
  a) Data Slicing and dicing.
  b) Data Cleansing
  c) Decision Tree
  d) DBMS