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Seventh Semester B.E. Degree Examination, Dec.2014/Jan.2015
Data Warehousing and Data Mining

Time: 3 hrs.

Max. Marks: 100

**Note: Answer FIVE full questions, selecting
atleast TWO questions from each part.**

PART – A

- 1 a. What is ODS? How does it differ from data warehouse? Explain. (08 Marks)
 b. Explain guidelines for data warehouse implementation. (08 Marks)
 c. What is ETL? List steps of ETL process. (04 Marks)
- 2 a. Why multidimensional views of data and data cubes are used? With a neat diagram, explain data cube implementations. (10 Marks)
 b. What are data cube operations? Explain. (10 Marks)
- 3 a. What is data mining? Explain various data mining tasks. (06 Marks)
 b. Why data preprocessing required in data mining? Explain various steps involved in data preprocessing. (10 Marks)
 c. Write a short note on data mining applications. (04 Marks)
- 4 a. Explain FP – growth algorithm for discovering frequent item sets. What are its limitations? (08 Marks)
 b. What is Apriori algorithm? How it is used to find frequent item sets? Explain. (08 Marks)
 c. List the measures used for evaluating association patterns. (04 Marks)

PART – B

- 5 a. How decision trees are used for classification? Explain decision tree induction algorithm for classification. (10 Marks)
 b. How to improve accuracy of classification? Explain. (05 Marks)
 c. Explain the importance of evaluation criteria for classification methods. (05 Marks)
- 6 a. What are Bayesian classifiers? Explain Baye's theorem for classification. (10 Marks)
 b. How rule based classifiers are used for classification? Explain. (10 Marks)
- 7 a. Explain K – means clustering algorithm. What are its limitations? (10 Marks)
 b. How density based methods are used for clustering? Explain with example. (10 Marks)
- 8 a. What is web content mining? Explain. (08 Marks)
 b. Write a short note on following :
 i) Text mining
 ii) Text clustering
 iii) Temporal database mining. (12 Marks)
