F–1738

Sub. Code
7BCAA4

U.G. DEGREE EXAMINATION, APRIL 2019

Computer Application

Allied – DATA MINING AND WAREHOUSING

(CBCS – 2017 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define Data mining.

2. What is need for OLAP?

3. Define Data normalization.

4. What is concept hierarchy?

5. Define support and confidence.

6. Define prediction.

7. What is density based clustering?

8. Define BIRCH.

9. What is trend analysis?

10. What is web mining?

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the classification of Data mining systems.

Or

(b) Discuss about Data warehouse implementation.

12. (a) Explain the steps involved in data preprocessing.

Or

(b) Explain the concept of Data Integration.

13. (a) What are the issues regarding classification and prediction?

Or

(b) Explain classification by Association rules.

14. (a) Describe the working of PAM algorithm.

Or

(b) Explain grid-based clustering method.

15. (a) Discuss the application of Data mining for the Retail Industry.

Or

(b) Describe the Trends in Data mining.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the architecture of data warehouse with a neat sketch.

17. Discuss about Data mining primitives.

18. Describe Apriori algorithm with a suitable example.

19. Explain Hierarchical methods in clustering.

20. Explain the mining of World Wide Web.

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