Reg. No. : | | | | | | | | | | |

Question Paper Code: 55802

B.E. / B.Tech. DEGREE EXAMINATION, DEC 2020

Fifth Semester

Information Technology

15UIT502 - DATA WAREHOUSING AND DATA MINING

(Regulation 2015)

Duration: One hour Maximum: 30 Marks

PART A - (6 x 1 = 6 Marks)

(Answer any six of the following questions)

1. The data Warehouse is_____. CO1- R

   (a) read only. (b) write only

   (c) read write only (d) none of the above

2. The data is stored, retrieved & updated in _____ CO1- R

   (a) OLAB (b) OLTP (c) FTP (d) SMTP

3. A collection of interesting and useful patterns in database is called _____. CO2- R

   (a) knowledge. (b) information.

   (c) data. (d) algorithm.

4. Extreme values that occur infrequently are called as _____. CO2- R

   (a) outliers. (b) rare values. (c) dimensionality reduction (d) All of the above

5. Classification rules are extracted from _____. CO3- R

   (a) root node (b) decision tree

   (c) siblings (d) branches

6. In a feed- forward networks, the connections between layers are _____ from input to output CO3- R

   (a) bidirectional. (b) unidirectional.

   (c) multidirectional. (d) directional

7. The goal of _____ is to discover both the dense and sparse regions of a data set. CO4- R

(a) Association rule. (b) Classification.

(c) Clustering. (d) Genetic Algorithm

8. _____is a method of incremental conceptual clustering. CO4- R

(a) CORBA. (b) OLAP (c) COBWEB. (d) STING.

9. A link is said to be _____ link if it is between pages with the same domain name. CO5- R

(a) intrinsic. (b) transverse. (c) direct. (d) contrast

10. Web content mining describes the discovery of useful information from the _____contents. CO5- R

(a) Text (b) Web (c) Page (d) Level

PART – B (3 x 8= 24 Marks)

(Answer any three of the following questions)

11. Diagrammatically illustrate and discuss design process of the three tier data warehousing architecture CO1- U (8)

12. Use these methods to normalize the following group of data:200, 300, 400,600,1000 CO2 -App (8)

(a) min-max normalization by setting min=0 and max=1

(b) z-score normalization

(c) Decimal Scaling

13. Explain in detail about the discovering of frequent item sets using without candidate key generation algorithm with example. CO3- U (8)

14. Select the suitable example to compare and analyze the systematic way of implementing agglomerative and Divisive hierarchical clustering. CO4- App (8)

15. Write the difference between Web mining and spatial mining in detail CO5- U (8)