

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -III– EXAMINATION – WINTER 2021**

**Subject Code: 4539251**

**Date: 21-02-2022**

**Subject Name: Data Warehousing and Data Mining**

**Time:10:30 AM TO 01:30 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

<b>Q.1</b>	1	Cluster Analysis	<b>02</b>
	2	Outlier	<b>02</b>
	3	Data Definition Language	<b>02</b>
	4	Meta Data management	<b>02</b>
	5	Lazy learner	<b>02</b>
	6	Text Mining	<b>02</b>
	7	Data warehousing	<b>02</b>
<b>Q.2</b>	(A)	Explain Boyce-Codd Normal Form(BCNF) with proper Example.	<b>07</b>
	(B)	Explain aggregate functions in SQL.	<b>07</b>
		<b>OR</b>	
	(B)	Explain the difference between DWH and OLTP-based DBMS Environments.	<b>07</b>
<b>Q.3</b>	(A)	Discuss Bayesian classification	<b>07</b>
<b>Q.3</b>	(B)	Discuss the data warehousing development life cycle.	<b>07</b>
		<b>OR</b>	
	(A)	Discuss Associative Classification.	<b>07</b>
	(B)	Explain decision tree induction with suitable example	<b>07</b>
<b>Q.4</b>	(A)	What is clustering? Discuss the various clustering method.	<b>07</b>
	(B)	Discuss in detail Grid based clustering method.	<b>07</b>
		<b>OR</b>	
	(A)	What is web mining? Explain with related example.	<b>07</b>
	(B)	Discuss various reporting and query tool in detail.	<b>07</b>

**Q.5**

In superstore ,market basket analysis technique that give the careful study of purchases done by customer , this concept identify the pattern of frequent purchase item by customers. This kind of the Analysis can be help to promote deal , offers, sale by the companies and the data mining technique help to achieve this task this collected huge amounts of data on day to day basis, will help sales and marketing to provide better customer services , to improve cross selling opportunities , to improve direct mail response rate. But this is a manual process and is error prone and time consuming due to large volume of transactional and historical data. Interesting patterns and knowledge can be mined from this huge volume of data that in turn can be used for this decision making process.

- (A) Explain the possible Data mining technique that can be applied in superstore. 07  
(B) Describe the convectional decision making process and decision making with data mining with reference to superstore . 07

**OR**

- (A) Discuss the application area of data mining in superstore. 07  
(B) Discuss the grouping of data for superstore. 07

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