

JUN 2006

Subject Code—4382-X

**M.C.A. EXAMINATION**

June, 2006

(Fifth Semester)

(Re-appear)

MS-31

**DATA MARKETING AND DATA MINING**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any *Five* questions. All questions carry equal marks.

1. Explain the evolution and need of data warehousing in detail.
2. Explain the architectures and design techniques used in data warehousing.
3. (a) Explain the obstacles and planning in implementation of warehousing.  
(b) Explain the management of Warehouse.

**P.T.O.**

4. Explain the importance of data mining. Also explain its classification and major issues related to it.
5. (a) Explain Data Mining Primitives.  
(b) Explain OLAP, MLOAP, ROLAP Technology for data mining.
6. Write short notes on the following :
  - (a) Statistical measure in large databases
  - (b) Mining Class Comparison
  - (c) Data generalization and characterization.
7. Explain mining multilevel association rules from transaction database. Also mention various approaches to mining multilevel association rules.
8. Write short notes on the following :
  - (a) Classification by decision tree induction
  - (b) Data Cleaning
  - (c) Bayesian Classification
  - (d) Data Reduction.