

(FOR THE CANDIDATES ADMITTED

23UCS5E1

DURING THE ACADEMIC YEAR 2023

ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2025

BSC COMPUTER SCIENCE -AIDED & SF

MAXIMUM MARKS: 75

SEMESTER-V

TIME : 3 HOURS

PART - III

23UCS5E1-DATA MINING AND WAREHOUSING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

- 1.-----best describes Analytic CRM.
 - a) Managing hardware resources
 - b) Creating customer bills
 - c) Using data to analyze customer behavior
 - d) Automating customer service calls
- 2.Which step involves preparing a dataset for model building?
 - a) Create a model setb) Deploy modelsc) Begin againd) Assess results
3. ----- is NOT an OLAP operation.
 - a) Drill-down b) Roll-up c) Slice d) Compile
4. In data mining, “columns” typically refer to:_____.
 - a) Rows in a database
 - b) Attributes or variables in a dataset
 - c) Visual charts
 - d) Coding instructions
- 5.In K-Means K refers to:_____.
 - a) Number of attributes b) Number of clusters c) Number of records d) Number of variables

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Data Mining.
7. State the use of Hypothesis testing.
8. What is a DC?
9. Define Customer signature.
10. What is a Page Rank?

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a)Analyse the role of Transaction Processing .

(OR)

- b)Examine the concept of why data is being produced and warehoused.

12. a)Write short notes on Profilling.

(OR)

b)Describe the selection of the appropriate data..

13. a)Narrate the concept of Data warehousing.

(OR)

b)Give brief notes on where Datamining fits within datawarehousing.

14. a)Classify the various model roles in modelling.

(OR)

b)Describe the dark side of Data.

15. a). State and explain the frequent Pattern Mining Model.

(OR)

b)Narrate the concept of ranking algorithms .

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)

16. a)Discuss in detail the various task performed in Data Mining.

(OR)

b)Examine the various commercial Data Mining software products.

17. a)Elaborate on translation of business problem into Data Mining problem.

(OR)

b).Criticize the concept of Assess models in Research Methodology.

18. a) Explain in detail the Architecture of Datawarehousing with neat diagram.

(OR)

b)Describe the OLAP and its advantage in data mining

19. a)Discuss in detail the various measures to understand data with example.

(OR)

b) List the various computational issues and explain it .

20. a)Enumerate the concept of Apriori algorithm with example.

(OR)

b)Demonstrate the concept of Decision tress.

Ethical paper