



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – STATISTICS

THIRD SEMESTER – NOVEMBER 2014

ST 3957 - DATA WAREHOUSING AND DATA MINING

Date : 07/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions:

10x2=20

1. State any two applications of Data warehouse
2. Define Data mining
3. Define Fact table and Dimension table
4. Define OLAP and OLTP
5. Define ROC and AUC
6. State any two uses of Gains chart
7. State the methods of model validation
8. Provide any two uses of Association rule mining
9. Define Text mining
10. Provide the use of Sentiment analysis

PART B

Answer any FIVE questions:

5x8=40

11. Explain ETL process in detail
12. Explain the three tier architecture and provide the advantage of three tier architecture over single tier and two tier architecture
13. Explain the real life applications of Data mining
14. Illustrate the method of obtaining association rules with an example
15. Explain Bagging and Random Forest Method
16. Discuss the steps involved in CHAID method
17. Explain the steps involved in Naive Bayesian Classification method
18. Explain the steps involved in Adaptive Boosting method
19. Explain Genetic Algorithm with an example

PART C

Answer any TWO questions:

2x20=40

20. Explain Star Schema, Snow flake Schema and Fact constellation schema
21. (i) Discuss the steps involved in construction of CART (12)
(ii) Discuss the steps involved in a Data mining project (8)
22. (i) Explain SVM and its ability to handle non linear classification problem(10)
(ii) Explain KNN in detail (10)
23. (i) Illustrate Bayesian Network with an example (10)
(ii) Explain the structure and the algorithm involved in ANN (10)
