Code No.: 9A05706/R09

B.Tech. III Year II Semester Regular and Supplementary Examinations

Set-4

April/May - 2013

DATA WAREHOUSING AND DATA MINING

(Information Technology)

Time: 3 Hours Max. Marks: 70

*Answer any **FIVE** Questions*

***All** Questions carry **equal** marks*

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1. (a) List and explain data mining task primitives.
   (b) How to measure the central tendency of data?
   (c) Describe data cleaning process.

2. (a) Explain OLAP operations in the multi-dimensional data model.
   (b) Discuss star-cubing algorithm.

3. (a) Consider the following table to find frequent item sets using vertical data format. Support threshold 30%

T_{id}	List of items
T_{01}	Milk, biscuits, surf powder, teabags
T_{02}	Teabags, sugar, soap
T_{03}	Milk, sugar, bread, soap
T_{04}	Bread, teabags, biscuits
T_{05}	Chocolates, milk, biscuits
T_{06}	Milk, teabags, bread
T_{07}	Bread, biscuits, chocolate
T_{08}	Milk, surf powder, bread

   (b) How to mine multilevel association rules? Discuss

4. (a) Explain classification by association rule analysis.
   (b) How does a Bayesian belief network learn?
   (c) What is the necessity of tree pruning in decision tree induction?

5. (a) Discuss chameleon algorithm for clustering.
   (b) Describe model-based clustering methods briefly.

6. (a) What is multirelational data mining?
   (b) Discuss mining customers' networks for viral marketing.
   (c) Describe Hoeffding Tree algorithm.

7. (a) What is a multimedia database? Explain multi-dimensional analysis of multimedia data.
   (b) Discuss the basic measures for text retrieval.
   (c) Describe DOM structure of a web page.

8. Explain the social impacts of data mining in detail.)