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III Semester M.B.A. (Day & Eve.) Degree Examination, March/April - 2022

MANAGEMENT

Data Warehousing and Data Mining

(CBCS Scheme 2019 Onwards)

Paper : 3.7.3

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any **five** questions from the following each question carries 5 marks. (5×5=25)

1. Explain the various aspects of a Data Mart.
2. Depict the Kimball lifecycle diagram.
3. Determine the emergence of cloud services and infrastructure in data warehousing.
4. Analyze the different tools of ETL with respect to Data Warehouse.
5. List out the different data mining parameters. Explain any two along with suitable examples.
6. Make use of different data extraction methods. Link any organization that uses any of these methods and explain.
7. Enlist the benefits catered by Data Warehouse services to Redshift.

SECTION - B

Answer any **three** questions from the following each question carries 10 marks. (3×10=30)

8. Examine the data warehouse development cycle.
9. Elaborate on the ethical issues in data mining and their analysis.
10. Compare the applications of data mining in health care sector and financial services.
11. Describe the business application using data mining with suitable examples.

[P.T.O.]



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SECTION - C

Compulsory Case Study :

(1×15=15)

12. An organization, Redwood Algorithms, with an immensely rich network of association with all major Indian Private Sector Banks, NBFCs and other Financial Institutions, coupled with a 700+ team of dedicated personnel, is India's leading portal for Financial Products. Ever since its inception in 1996, the organisation ensures that via their internally developed highly proficient Loan Calculator algorithm, they provide their customers with the best options and deals for the loans/financial products of their choice. However, owing to the vast legacy and strong offline presence, the organisation was struggling to access all of its own data at one place, use the data to take real - time business decisions and was lagging behind from its competitors in terms of a strong digital customer engagement and acquisition strategy. The organisation wanted to pivot from its leadership position in the offline space to a powerhouse of online consumer financial services, using data analytics.

- A. Analyse the above case with respect to pivot the position of the company from offline to online.
 - B. List some of the tools that can be applied for the purpose of above issue in the case.
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