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**III Semester M.B.A. (Day/Evening) Degree Examination, March/April - 2021****MANAGEMENT****Data Warehousing and Data Mining****(CBCS - 2019 Scheme)****Paper : 3.7.3****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**Answer **ALL** the sections.**SECTION - A**Answer any **Five** of the following questions. Each question carries **5** marks. **(5×5=25)**

1. Describe the various trends in data mining.
2. Enlist the applications of data warehousing with suitable example.
3. Explain the three distinct types of reporting.
4. Evaluate the major tasks done in data pre-processing.
5. What is data loading? Brief the methods of data loading.
6. Discuss the classification of a data mining system.
7. Differentiate between data lakes and data warehouses.

**SECTION - B**Answer any **Three** of the following questions. Each question carries **10** marks. **(3×10=30)**

8. Explain the steps involved for the design and construction of data warehouses.
9. Examine any two advanced data and information systems with data representation in advanced databases.
10. Write detailed note on how OLAP technology helps in discovery driven exploration of data cubes.
11. Briefly explain the business applications using data mining in service industries.

**[P.T.O.]**



12. Case Study (Compulsory)

(1×15=15)

Among a diverse landscape of messaging apps, WhatsApp stands out as one of the most popular: in 2018, WhatsApp reported more than 450 million daily active users, and it has been downloaded and installed by over 1.2 billion people worldwide. WhatsApp provides fast, simple, and secure services at no cost, allowing users to send text messages, voice messages, pictures, documents and other files as well as place voice calls and video calls to other WhatsApp users, all for free. It is expected that the unstructured data generated by WhatsApp alone will double in volume within the next 4 years.

Though useful for private communications, WhatsApp is also being used by employees, and by even some organizations for business related communication. Part of WhatsApp's popularity may be attributed to its meticulous design; it delivers an intuitive user experience where things "just work". Users are able to send messages and manage complex communications with speed and ease. When integrated into the workplace, WhatsApp can enhance employee productivity.

However, it also brings many challenges to records management professionals to manage information residing in the application and to meet compliance requirements, for it is not designed with compliance in mind. It takes time before a recordkeeping solution vendor can catch up with the fast development of technologies and make a proper solution available in the market to manage WhatsApp records.

For most users, their concern is probably how to make the best use of technical tools to support their business efficiency and effectiveness. They are less concerned about the compliance issues and risks the use of the application might bring. They may focus on achieving their goals on behalf of the organization, but they may not be aware that in the process of doing so, they risk compromising the recordkeeping, accountability and sensitive information protection of their organization that may bring irreversible reputational damage to the organization.

**Questions.**

- A. How WhatsApp can utilize the users' database for the betterment of their business?
- B. Explain various record management considerations for data processing.