NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, 91 Cadastral Zone, Nnamdi Azikwe Expressway, Jabi, Abuja
FACULTY OF SCIENCE
SEPTEMBER, 2020_1 EXAMINATIONS

COURSE CODE: DAM301
COURSE TITLE: Data Mining and Data Warehousing
CREDIT: 3 Units
TIME ALLOWED: 2 ½ Hours
INSTRUCTION: Answer Question 1 and any other FOUR (4) Questions

1a) What do you understand by association analysis? ***(4 marks)***
b) In the context of association analysis, what is confidence? ***(1 mark)***
c) Using the typical example of a supermarket, explain market basket analysis. ***(2 marks)***
d) Distinguish between evolution and deviation analysis ***(3 marks)***
e) State the major advantage of neural network models. ***(1 mark)***
f) Identify the commonest type of neural network. ***(1 mark)***
g) Summarised the problems associated with neural networks according to Arun Swami of Silicon Graphics Computer Systems and resultant effect of this problem. ***(3 marks)***
h) Draw a simple decision tree illustrating all the basic components of a decision tree to describe the weather at a given time ***(7 marks)***

2a) why do we pre-process data? ***(3 marks)***
b) Briefly explain the objective measures for an association rule ***(7 marks)***
c) Identify FOUR tasks in data pre-processing ***(2 marks)***

3a) with the aid of illustrative diagram, detail the structure of data warehouse ***(9 marks)***
b) State six factors used in measuring the quality of a data. ***(3 marks)***

4a) Discuss briefly the under-listed data mining issues
i) Performance Issues (3 marks)
ii) Interoperability (3 marks)
b) Briefly summarize the following information often collected in digital form in databases And flat files:
i) Games ***(3 marks)***
ii) Business Transaction ***(3 marks)***

5) Briefly explain the following types of data that can be mined:
(a) Flat files ***(3 marks)***
(b) Multimedia Database ***(3 marks)***
(c) Relational Databases ***(3 marks)***
(d) Data Warehouse (3 marks)

6a) Briefly discuss Mission Creep issue in data mining (***3 marks)***

b) With appropriate diagram, write on the neural network technology ***(9 marks)***