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*)

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