PART A

Que1 Expand the following
1. DSS
2. EDP
3. MIS
4. CRM
5. GDSS
6. ESS
7. OLAP
8. WWW

Que2 Fill in the blanks
1. AI in DSS stands for --------
2. Decision Support Systems are ------of computer-based information system (CBIS)
3. A data warehouse is a relational database that is designed for ------ and ------ rather than for transaction processing
4. The difference between ------ and ----- is the focus on the group versus the individual decision-maker
5. In a Customer Relationship Management context, data preprocessing is a component of -- ----
6. Data Staging is also called copy management or -------- management
7. A typical ES generally consists of -------- components
8. Noise is a random error or ---- in measured variables.
Que3  Match the following

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) PEST Analysis</td>
<td>1</td>
</tr>
<tr>
<td>b) SWOT Analysis</td>
<td>2</td>
</tr>
<tr>
<td>c) OOP</td>
<td>3</td>
</tr>
<tr>
<td>d) ESs</td>
<td>4</td>
</tr>
<tr>
<td>e) Data Mart</td>
<td>5</td>
</tr>
<tr>
<td>f) Meta data</td>
<td>6</td>
</tr>
<tr>
<td>g) Data Staging</td>
<td>7</td>
</tr>
<tr>
<td>h) Histogram</td>
<td>8</td>
</tr>
</tbody>
</table>

Que4  Find True or False of the following
1) PEST analysis is helps to assess the potential & suitability of a market
2) A DBMS serves as a data bank for the DSS
3) PCA & K-L Methods both are not same
4) Excel Programming is essentially the process of building applications that use a spreadsheet rather than a traditional programming language.
5) Sampling cannot be used as a data reduction technique.
6) Data warehouse is the main repository of an organization’s historical data, its corporate memory
7) Macro is a sequence of user actions that is recorded and can be played back later to duplicate the original actions
8) Data Mining is also called as data or knowledge discovery
PART B

Que5  a) Describe the architecture of Data Warehousing  
b) Describe the architecture of Data Mining

Que6  Write short notes on (any two) (8+8)  
1.  a) Decision Trees  
   b) Payback analysis  
2  a) CRM  
   b) DSS Tools  
3  a) Role of DSS & its Application  
   b) Components of DSS  
4  a) Characteristics of Excel Programming  
   b) Write short note on VBA Language

Que7  a) What do you mean by Data Warehousing  
b) Discuss the advantage & limitation of DSS

Que8  a) What are the components of GDSS  
b) What is DBMS

Que9  Distinguish between  
a) EDP versus MIS  
b) Programmed versus Non-Programmed Decisions

Que10  SECTION C  
(Case Study)  
Following data for analysis include the attribute age. Use Z-score normalization to transform the value 36 for age, where the standard deviation of age is 12.81 years.  
10,11,12,16,19,20,21,22,22,23,25,25,26,30,33,34,35,35,35,36,40,45,48,52,64  
********