Data Mining Course 2015-2016-Fourth Year

Information Technology and Information Systems –Fourth Year

- Highly aggregated reports are usually used in which of the following Systems

    - EIS

    - DSS

    - MIS

    - TPS

- Management Information Systems used …… reports

    - Highly aggregated

    - Medium aggregated

    - Low aggregated

    - All of the above

- A data warehouse is an archival collection of data created from different sources to support:

    - *Decision support Systems*.

    - *Executive information Systems*.

    - *MIS systems.*

    - None of the above

- Data warehouse is :

    - Integrated

    - Time-Varying

    - Non volatile

    - All the above

- Data warehouse ………. Classification approach depends on the number of layers used by the architecture.

    - Structure oriented

- Enterprise oriented

- Object Oriented

- Data warehouse ……….. Classification approach depends on how the different layers are employed to create *enterprise-oriented* views of data warehouses.

  - Structure oriented

  - Enterprise oriented

  - Object Oriented

- Which one of the following is not one of the Independent data marts advantages:

  - Easy to build organizationally

  - Easy to build technically

  - Business enterprise view is available

- Virtual distributed federated Enterprise oriented architecture of data warehouse

  - Leaves data where it lies

  - Integrate data

  - Summarize data

- One of the advantages of Virtual distributed federated is

  - Integrate data

  - No need of ETL

  - Workload typically placed in workstations

- …………. collects all information about subjects (customers, products, sales, assets, personnel) that span the entire organization.

  - Enterprise Data warehouse

  - Independent Data marts

  - Dependent Data marts

- ………..Departmental subsets that focus on selected subjects: *Marketing data mart: customer, products, and sales.*

- Enterprise Data warehouse

- Data marts

- Virtual Data warehouse

- …………views over operational databases.

  - Enterprise Data warehouse

  - Data marts

  - Virtual Data warehouse

- ……….. uses separate ETL for each data mart

  - Independent data mart

  - Dependent data mart

  - Data warehouse

- ……….. is a broad category of application programs and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions

  - Data Mining

  - Business Intelligence

  - Data warehouse

- ………… Describes processing at warehouse

  - OLAP

  - OLTP

- ………… Describes processing at operational sites

  - OLAP

  - OLTP

- Data warehouse Stores

  - Historical data

  - Current Data

- Both

- ………..a repository of data gathered from operational data and other sources that is designed to serve a particular community of knowledge workers.

    - Data mart

    - Data warehouse

    - ODS

- ………. a type of database that serves as an interim area for a data warehouse in order to store time-sensitive operational data that can be accessed quickly and efficiently

    - Data Mart

    - ODS

    - BI tools

- ODS provides options for obtaining ……… data for Data warehouse

    - Current and fresh

    - Historical

    - Both

Web Mining MCQ.

- Web usage mining refers to the discovery of user access patterns from web usage logs

    - **True**

    - **False**

- Web content mining describes the discovery of useful information from the _____contents.

    - **Web**

    - **Text**

    - **Page**

    - **Level**

- Web mining - is application of _____

    - **Data mining**

- **Text Mining**

- **Both a and b**

- **None of this**

- The main purpose for structure mining is to extract previously unknown relation between _____

    - **Web pages**

    - **Web hyperlinks**

    - **Web Date**

    - **Web Contents**

- Web Structure mining is the process of discovering _____ information from web

    - **Structured**

    - **Unstructured**

    - **Semi structured**

    - **None of above**

- Web server Data includes _____

    - **IP address**

    - **Page reference**

    - **Access time**

    - **All of the above**

- _____ Mining is concerned with discovering the model underlying the link structures of the web.

    - **Web structure.**

    - **Date structure.**

    - **Text structure.**

    - **Image structure**

- _____ describes the discovery of useful information from the web contents.

    - **Web content mining.**

    - **Web structure mining.**

- **Web usage mining.**

- **None of the above.**

- _____ is concerned with discovering the model underlying the link structures of the web.

  - **Web structure mining.**

  - **Web content mining.**

  - **Web usage mining.**

  - **None of the above**

- Web mining can be divided into three different types

  - **Web usage mining.**

  - **Web content mining.**

  - **Web structure mining.**

  - **<u>All of the above</u>**

- _____ is the process of finding out what users are looking for on the Internet.

  - **Web usage mining.**

  - **Web content mining.**

  - **Web structure mining.**

  - **Text Mining.**

- _____is the process of using graph theory to analyze the node and connection structure of a web site.

  - **Web structure mining.**

  - **Web content mining.**

  - **Web usage mining.**

  - **All of the above**

- Web structure mining can be divided into two kinds:

  - **Hyperlinks and Document Structure**

  - **Hyperlinks and image**

  - **Image and videos**

- **None of above**

- Web usage mining itself can be classified further depending on the kind of usage data considered:

  - **Web Server Data.**

  - **Application Server Data**

  - **Application Level Data**

  - **All of the above.**

- _____ is the application of data mining techniques to discover patterns from the Web.

  - **Web Mining**

  - **Text Mining**

  - **Data Mining**

  - **Both a and c**

- A hyperlink that connects to a different part of the same page is called_____

  - **An intra-document hyperlink.**

  - **An inter-document hyperlink**

  - **None of Above**

- a hyperlink that connects two different pages is called an _____

  - **An inter-document hyperlink.**

  - **An intra-document hyperlink**

  - **None of Above**

- _____ is the process of discovering intrinsic جوهری relationships from Web data (textual, linkage, or usage)

  - **Web Mining**

  - **Text Mining**

  - **Data mining**

  - **Information retrieval**

- Web mining allows you to look for patterns in data through content mining, structure mining, and usage mining

- **True**

- **False**

- Web Structure Mining is the application of data mining techniques to discover interesting usage patterns from web usage data, in order to understand and better serve the needs of web-based applications.

  - **True**

  - **False**