SRH Hochschule Heidelberg

TEST - Data Mining / Data Warehouse

24.05.2011

Name:

Matriculation Number:

Time:

Please do not write on the printed paper (except Name and Number). Answers on these sheets of paper will be ignored. You can write in German or English. Use an indelible pencil. Hand out the printed papers together with your answers.

No	Question	Points	
1.	Define the term “data warehouse”.	5	
2.	What is redundancy? Make an example! (Make an example!)	3	
3.	What datatype would you use in order to save a monetary value? Why do monetary values require special care?	8	
4.	Name and describe three typical users of an Enterprise Information System (EIS).	9	
5.	Many ETL-tools like SSIS offer a workflow designer to arrange and adjust the elements/tasks of an ETL-project. Name 7 elements/tasks and describe them.	14	
6.	Which algorithm would you use to increase the response rate of an marketing campaign? Describe the algorithm with some example values of your choice. Visualize the algorithm.	20	
7.	Which database systems **do not** base on the usage of relational data: ☐ Access ☐ MongoDB ☐ MySQL ☐ CouchDB ☐ RavenDB ☐ MS SQL ☐ DB2	6	
5.	For every lecture you would like to store the grades in a database. (date, grade, lecturer, comment) a) Design and visualize a corresponding relational database (including data types) b) Design and visualize a document based database.	20	
	TOTAL:	**85**	