R-14

Code: 4G171

IV B.Tech. I Semester Regular Examinations Nov/Dec 2017
Data Warehousing and Mining
(Common to CSE & IT)

Max. Marks: 70   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 14 = 70 Marks)
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UNIT–I

1. a) Use the two methods below to normalize the following group of data:
   200,300,400, 600, 1000

   i)   Min-max normalization by setting min=0 and max =1   4M
   ii) Z-normalization   4M

   b) What is data mining? Explain various data mining tasks.   6M

OR

2. a) Discus various Numerosity reduction methods   7M

   b) Discuss various missing value flling methods   7M

UNIT–II

3. a) Compare and contrast operational database system and Data Ware House   7M

   b) Discuss about schemas for Multi Dimensional Databases   7M

OR

4. Explain apriori algorithm with example   14M

UNIT–III

5. a) Explain linear and non-linear regression methods   7M

   b) Write about K-Nearest classifiers   7M

OR

6. Explain Back propagation algorithm   14M

UNIT–IV

7. a) Explain k-means algorithm   7M

   b) Apply k-means algorithm and find centroids takin A & B as a initial centroids
      A(1,2),B(9,10), C(8,6), D(5,5), E(3,3), F(6,1),G(2,2) H(2,8)   7M

OR

8. a) Categorize major clustering algorithms   7M

   b) Discuss outlier analysis   7M

UNIT–V

9. a) Write about mining the world wide web   7M

   b) Write about spatial mining   7M

OR

10. a) Write about Multimedia Database   7M

    b) What are basic measures for text retrieval   7M

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IV B.Tech. I Semester Regular Examinations Nov/Dec 2017
Enterprise Programming
(Common to CSE & IT)

Max. Marks: 70   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 14 = 70 Marks)
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UNIT–I

1. a) How to handle HTTP requests & response? Explain in detail with an example program.   7M
    b) Write a note on client/server model.   7M

OR

2. a) Explain how to install &configure PHP.   7M
    b) What makes PHP a choice among other scripting languages?   7M

UNIT–II

3. a) Write a PHP program to create login page   7M
    b) Write a PHP program that gives the number of occurrences of the expression in a string using functions   7M

OR

4.   Explain,
        (a) Class
        (b) Object
        (c) Interface   14M

UNIT–III

5. a) Explain why cookies are becoming less trusted.   7M
    b) How to set a cookie on user computer? Explain with an example.   7M

OR

6. a) Write a PHP program to submit values using superglobals and globals.   7M
    b) Explain briefly how to redirect the HTTP headers to different locations.   7M

UNIT–IV

7. a) Explain briefly about the model view controller architecture.   7M
    b) Explain the function used to connect to a MySQL database.   7M

OR

8. a) How to perform a query in PHP? Explain with PHP code.   7M
    b) Explain briefly the three components of MVC architecture.   7M

UNIT–V

9. a) Explain briefly about the GET and POST methods   7M
    b) Write a note on Client-Driven Communication in detail?   7M

OR

10. a) Discuss about tooltips?   7M
    b) Explain about Expanding and Contracting Content   7M

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Code: 4G474

R-14

IV B.Tech. I Semester Regular Examinations Nov/Dec 2017
Information Storage Management
(Information Technology)

Max. Marks: 70   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 14 = 70 Marks)
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UNIT–I

1. a) Explain the framework of E – commerce system   7M
    b) Write about any two examples of E- commerce consumer applications   7M

OR

2. a) Write about anatomy of E- commerce application   7M
    b) Explain about Just in time (JIT) manufacturing.   7M

UNIT–II

3. a) Explain about mercantile model from consumer perspective.   7M
    b) Discuss about risks in electronic payment system.   7M

OR

4. Discuss about various types of electronic payment systems   14M

UNIT–III

5. a) Explain the architecture of EDI in inter organizational commerce   7M
    b) Describe about value added networks   7M

OR

6. a) List the differences between inter and intra organizational commerce.   7M
    b) Explain the characteristics of supply chain management (SCM).   7M

UNIT–IV

7. a) Explain the role of data warehousing in E-commerce.   7M
    b) Discuss about the types of digital documents in detail.   7M

OR

8. a) Explain in detail about the mobile enterprise?   7M
    b) Explain about the facilitators of wireless environment.   7M

UNIT–V

9. a) Discuss the concept of information search and retrieval.   7M
    b) Write the different methods in internet advertising?   7M

OR

10. a) Explain the three phases of market research.   7M
    b) Write a short notes on online marketing process.   7M

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IV B.Tech. I Semester Regular Examinations Nov/Dec 2017
Mobile Communications
(Common to CSE & IT)

Max. Marks: 70   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 14 = 70 Marks)
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UNIT–I

1. a) Define Mobile Computing? Illustrate the architecture of Mobile Computing with
        neat sketch?   7M
    b) How radio interface works with GSM?   7M

OR

2. a) How Localization & calling works in GSM? Explain.   7M
    b) Describe the mobility management in GSM?   7M

UNIT–II

3. a) How can the tunneling and encapsulation be performed in mobile IP? Explain.   7M
    b) Explain mechanism for IP packet delivery using mobile IP concept   7M

OR

4.   Explain the MAC layer issues - Hidden and Exposed terminals, Near and Far
        terminals? Brief the solutions for the same   14M

UNIT–III

5. a) What happens in the case of I-TCP, if the mobile is disconnected? Discuss.   7M
    b) Describe the applications of MANETs.   7M

OR

6. a) Discuss how snooping TCP acts as a transparent TCP and explain the role of
        foreign agent in it, in detail.   7M
    b) List out various routing algorithms in MANETs? Also describe any one routing
        algorithm in detail.   7M

UNIT–IV

7. a) Explain how power management is done in IEEE802.11 infrastructure architecture.   7M
    b) Draw Bluetooth protocol stack and write down functionality of each layer.   7M

OR

8.   Explain in detail about protocol architecture of WAP.   14M

UNIT–V

9. a) What are different hoarding techniques, specified to resolve database issues
        in mobile computing? Explain in detail.   7M
    b) Compare in between power-aware and context-aware computing   7M

OR

10.   Classify new data delivery mechanisms? And also explain push-based
        mechanisms, pull-based mechanisms & hybrid mechanisms?   14M

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IV B.Tech. I Semester Regular Examinations Nov/Dec 2017
Multimedia and Application Development
(Information Technology)

Max. Marks: 70   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 14 = 70 Marks)
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UNIT–I

1. Write briefly about Multimedia software tools. 14M

OR

2. Discuss about
   a. 8-Bit Gray-Level images. 7M
   b. 8-Bit color images. 7M

UNIT–II

3. a) What is HDTV? Explain about it. 7M
   b) Write about CCIR Standards for Digital Video. 7M

OR

4. Write short notes on the following:
   a. DPCM   b. DM 14M

UNIT–III

5. a) How to handle multiple types of Exceptions, discuss. 7M
   b) Write the syntax of a Package. What is the purpose of "import" statement, explain. 7M

OR

6. a) Write short notes on Interfaces. 7M
   b) What is the purpose type checking? Explain through an Action Script. 7M

UNIT–IV

7. a) Apply Shannon-Fano algorithm on the word "HELLO" and explain the coding process. 7M
   b) Write short notes on Adaptive Huffman Coding. 7M

OR

8. How Arithmetic Coding outperforms Huffman Coding in practice, discuss. 14M

UNIT–V

9. a) Draw the structure of RTP packet header and explain it. 7M
   b) Write short notes on Resource ReSerVation Protocol. 7M

OR

10. Describe in overall about Multimedia over ATM networks. 14M

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R-14

IV B.Tech. I Semester Regular Examinations Nov/Dec 2017
Software Project Management
(Common to CSE & IT)

Max. Marks: 70   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 14 = 70 Marks)
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UNIT–I

1. Explain the evolution of waterfall model in detail.   14M

OR

2. a) Explain in detail about the three levels of software economics.   7M

   b) Discuss conventional software management performance   7M

UNIT–II

3. a) Describe construction and transition phase.   5M

   b) Write engineering artifacts available at lifecycle architecture milestone.   9M

OR

4. Explain in detail about the principles of modern software management.   14M

UNIT–III

5. Discuss in detail about work flows of a software process.   14M

OR

6. a) Write about results of minor milestones in a modern process.   7M

   b) Justify the need of periodic status assessments.   7M

UNIT–IV

7. a) What are the four component teams in a default line-of-business organization
      and their responsibilities?   7M

   b) What is the need of process automation? Explain.   7M

OR

8. a) Discuss the conventional work breakdown structure issues.   7M

   b) With a neat diagram, explain the software project team evolution.   7M

UNIT–V

9. a) Explain management indicators   7M

   b) Define MTBF and maturity. Draw a graph for maturity expectation over a
      healthy project's life cycle.   7M

OR

10. a) Illustrate the two dimensions of process discriminators   7M

    b) Explain next generation cost models in brief   7M

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