

Question No : 10 of 52 Marks: 1 (Budgeted Time 1 Min)

_____ means meeting customer's needs, not necessarily exceeding them.

Answer (Please select your correct option)

- Quality
- Marketing
- DSS
- OLAP

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Question No : 11 of 52 Marks: 1 (Budgeted Time 1 Min)

The purpose of the House of Quality technique is to reduce _____ types of risk. The purpose of the technique is to reduce two types of risk. First, the risk that the product specification does not comply with the wants of the predetermined target group of customers. Secondly, the risk that the final product does not comply with the product specification.

Answer (Please select your correct option)

- Two
- Three
- Four
- All

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Question No : 12 of 52 Marks: 1 (Budgeted Time 1 Min)

Parallelism can _____ system performance on over-utilized systems or systems with small I/O bandwidth.

Answer (Please select your correct option)

- Reduce
- Enhance
- Maintain
- Boost

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Question No : 13 of 52 Marks: 1 (Budgeted Time 1 Min)

Data dependencies between different phases of computation introduce synchronization requirements that force _____ execution.

Data dependencies between different phases of computation introduce synchronization requirements that force sequential execution

Answer (Please select your correct option)

- Sequential
- Parallel
- Analogous
- Interactive Parallel

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Question No : 14 of 52 Marks: 1 (Budgeted Time 1 Min)

There are many variants of the traditional nested-loop join. When the entire table is scanned it is called

There are many variants of the traditional nested-loop join. The simplest case is when an entire table is scanned; this is called a naive nested-loop join.

Answer (Please select your correct option)

- Naive nested-loop join
- Index nested-loop join
- Temporary index nested-loop join
- None of these

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Question No : 15 of 52 Marks: 1 (Budgeted Time 1 Min)

Data mining is a/an _____ approach, where browsing through data using data mining techniques may reveal something that might be of interest to the user as information that was unknown previously.

Answer (Please select your correct option)

Exploratory

Non-Exploratory

Computer Science

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Question No : 16 of 52 Marks: 1 (Budgeted Time 1 Min)

Data mining uses _____ algorithms to discover patterns and regularities in data.

Answer (Please select your correct option)

- Statistical
- Mathematical
- Computational

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Question No : 17 of 52 Marks: 1 (Budgeted Time 1 Min)

As opposed to the outcome of classification, estimation deal with _____ valued outcome.

Answer (Please select your correct option)

- Continuous
- Discrete
- Isolated
- Distinct

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Question No : 18 of 52 Marks: 1 (Budgeted Time 1 Min)

_____ is the technique in which existing heterogeneous segments are reshuffled, relocated into homogeneous segments.

Answer (Please select your correct option)

Clustering

Aggregation

Segmentation

Partitioning

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Question No : 19 of 52 Marks: 1 (Budgeted Time 1 Min)

Majority of data warehouse projects fail due to the complexity of the _____.

Answer (Please select your correct option)

- Development Process
- Analytical Process of Cube
- Query Complexity
- Indexing Complexity not sure

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Question No : 20 of 52 Marks: 1 (Budgeted Time 1 Min)

Implementing a data warehouse requires _____ integrated activities.

Answer (Please select your correct option)

- Tightly
- Loosely
- Slackly
- Lethargically

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Question No : 21 of 52 Marks: 1 (Budgeted Time 1 Min)

In DWH project, it is assured that _____ environment is similar to the production environment

Answer (Please select your correct option)

- Designing
- Development
- Analysis
- Implementation

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Question No : 22 of 52 Marks: 1 (Budgeted Time 1 Min)

For a DWH project, the key requirement are _____ and product experience.

Answer (Please select your correct option)

- Tools
- Industry
- Software
- None of these

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Question No : 23 of 52 Marks: 1 (Budgeted Time 1 Min)

The application development quality-assurance activities cannot be completed until the data is _____.

Answer / Please select your correct option)

- Stabilized
- Identified
- Finalized
- Computerized

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Question No : 24 of 52 Marks: 1 (Budgeted Time 1 Min)

Many data warehouse project teams waste enormous amounts of time searching in vain for a _____.

Answer (Please select your correct option)

- Silver Bullet
- Golden Bullet
- Suitable Hardware
- Compatible Product

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Question No : 25 of 52 Marks: 1 (Budgeted Time 1 Min)

One needs to slot the alternative tools into categories that allow for meaningful comparison in order to _____.

Answer (Please select your correct option)

- Evaluate Tools
- Reduce Cost
- None of these

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Question No : 26 of 52 Marks: 1 (Budgeted Time 1 Min)

Investing years in architecture and forgetting the primary purpose of solving business problems, results in inefficient application. This is the example of _____ mistake.

Pitfall: Extremes of Tech. Arch. Design
Common mistake: Attacking the problem from two extremes, neither is correct.

Answer (Please select your correct option)

- Extreme Technology Design
 Focusing on data warehouse delivery, architecture feels like a distraction and impediment to progress and often end up rebuilding.
 Investing years in architecture, forgetting primary purpose is to solve business problems, not to address any plausible (and not so plausible) technical challenge.
- Extreme Architecture Design
- None of these not sure :p

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Question No : 27 of 52 Marks: 1 (Budgeted Time 1 Min)

Pakistan is one of the five major _____ countries in the world.

Answer (Please select your correct option)

Cotton-growing

Rice-growing

Weapon Producing

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Question No : 28 of 52 Marks: 1 (Budgeted Time 1 Min)

_____ division is cotton hub of Punjab.

Answer (Please select your correct option)

- Lahore
- Faisalabad
- Multan
- Bahawalpur

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Question No : 29 of 52 Marks: 1 (Budgeted Time 1 Min)

_____ is a process which involves gathering of information about column through execution of certain queries with intention to identify erroneous records.

Answer (Please select your correct option)

- Data profiling
- Data Anomaly Detection
- Record Duplicate Detection
- None of these

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Question No : 30 of 52 Marks: 1 (Budgeted Time 1 Min)

Relational databases allow you to navigate the data in _____ that is appropriate using the primary, foreign key structure within the data model.

Answer (Please select your correct option)

- Only One Direction
- Any Direction
- Two Direction
- None of these

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Question No : 31 of 52 Marks: 1 (Budgeted Time 1 Min)

In _____ system, the contents change with time.

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Answer (Please select your correct option)

- OLTP
- DSS
- ATM
- OLAP

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Question No : 32 of 52 Marks: 1 (Budgeted Time 1 Min)

Primary key is repeated in _____ splitting

Answer (Please select your correct option)

- Horizontal
- Vertical
-

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Question No : 33 of 52 Marks: 1 (Budgeted Time 1 Min)

Data Transformation Services (DTS) provide a set of tools that lets you extract, transform, and consolidate data from disparate sources into _____ supported by DTS connectivity.

Answer (Please select your correct option)

- Single Destination
- Multiple Destinations
- Single or Multiple Destinations

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Question No : 34 of 52 Marks: 1 (Budgeted Time 1 Min)

If some error occurs, execution will be terminated abnormally and all transactions will be rolled back. In this case when we will access the database we will find it in the state that was before the _____.

Answer (Please select your correct option)

- Execution of package
- Creation of package
- Connection of package

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Question No : 35 of 52 Marks: 1 (Budgeted Time 1 Min)

Execution can be completed successfully or it may be stopped due to some error. If some error occurs, execution will be terminated abnormally and all transactions will be

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Answer (Please select your correct option)

Committed to the database

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Rolled back

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Question No : 36 of 52 Marks: 1 (Budgeted Time 1 Min)

To identify the degree of transformation required we need to perform _____.

Answer (Please select your correct option)

- Data Profiling
- Data Anomaly Detection
- Data Cleansing
- None of The Given

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Question No : 37 of 52 Marks: 1 (Budgeted Time 1 Min)

To identify the _____ required we need to perform data profiling

Answer (Please select your correct option)

- Degree of Transformation
- Complexity
- Cost
- Time

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Question No : 38 of 52 Marks: 1 (Budgeted Time 1 Min)

To judge effectiveness we perform data profiling twice.

Answer (Please select your correct option)

- One before Extraction and the other after Extraction
- One before Transformation and the other after Transformation
- One before Loading and the other after Loading

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Question No : 39 of 52 Marks: 1 (Budgeted Time 1 Min)

If the dates are missing we must need to consult _____.

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Answer (Please select your correct option)

Golden Copy

Default System Date

Silver Copy

None of the given

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Question No : 40 of 52 Marks: 1 (Budgeted Time 1 Min)

It is observed that every year the amount of data recorded in an organization

Answer (Please select your correct option)

- Doubles
- Triples
- Quartiles
- Remains same as previous year

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Question No : 41 of 52 Marks: 2 (Budgeted Time 4 Min)

List down any two disadvantages of MOLAP.

Answer ([Please click here to Add Answer](#))

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Drawbacks of MOLAP:

- Long load time (pre-calculating the cube may take days!). PAGE 83
- Very sparse cube (wastage of space) for high cardinality (sometimes in small hundreds). e.g. number of heaters sold in Jacobabad or Sibi.

11.5 MOLAP Implementation Issues PAGE 84

Maintenance issue: Every data item received must be aggregated into every cube (assuming "to-date" summaries are maintained). Lot of work.

Storage issue: As dimensions get less detailed (e.g., year vs. day) cubes get much smaller, but storage consequences for building hundreds of cubes can be significant. Lot of space.

Scalability:
Often have difficulty scaling when the size of dimensions becomes large. The breakpoint is typically around 64,000 cardinality of a dimension.

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Question No : 42 of 52

Marks: 2 (Budgeted Time 4 Min)

What is Unsupervised Learning in Data Mining?

Answer (Please click here to Add Answer)

Chapter 31PAGE 269
Supervised learning is when you are performing DM the supporting information that helps in the DM process is also available. What could be that information? You may know your data that how many groups or classes your data set contains. What are the properties of these classes or clusters?
When we will talk about unsupervised learning you will not have such known or a priori knowledge. In other words you can not give such factors as input to the DM technique which can facilitate your DM process. So wherever the user gives some input that is supervised else that is unsupervised learning.

Unsupervised

- One-way Clustering
- Two-way Clustering

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Question No : 43 of 52 Marks: 2 (Budgeted Time 4 Min)

List down any four ways to Identify the Session in Word Wide Web.

Answer ([Please click here to Add Answer](#))

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Identifying the Session

- Web-centric data warehouse applications require every visitor session (visit) to have its own unique identity
- The basic protocol for the World Wide Web, HTTP, stateless so session identity must be established in some other way.
- There are several ways to do this
- Using Time-contiguous Log Entries
- Using Transient Cookies
- Using HTTP's secure sockets layer (SSL)
- Using session ID Ping-pong
- Using Persistent Cookies

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Question No : 44 of 52 Marks: 2 (Budgeted Time 4 Min)

Which authority is recording the Pest Scouting Data in Punjab?

Answer ([Please click here to Add Answer](#))

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The pest scouting data is being constantly recorded by the Directorate of Pest Warning and Quality Control of Pesticides (DPWQCP), Punjab since 1984.

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Question No : 45 of 52 Marks: 3 (Budgeted Time 6 Min)

Identify the given statement as correct or incorrect and justify your answer in either case.
"If defects are found in the process of Attribute Domain Validation then it is better to fix the errors in DWH and leave the data source as it is".

Answer (Please click here to Add Answer)

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Step-3: Once the defects are found, go and track them down back to source cause(s). Point to be noted is that, if at all possible, fix the problem in the source system. People have the tendency of applying fixes in the DWH. This is a wrong i.e. if you are fixing the problems in the DW; you are not fixing the root cause. A crude analogy would clarify the point. If you keep cleaning the lake, and keep on flushing the toilet in the lake, you are not solving the problem. The problem is not being fixed at the source system, therefore, it will persist.

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Question No : 46 of 52 Marks: 3 (Budgeted Time 6 Min)

Identify the given statement as correct or incorrect and justify your answer in either case.
“In prediction, Test Data set is used to form the model and the associated rules.”

Answer ([Please click here to Add Answer](#))

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First of all a model is built using exiting data. The existing data set is divided into two subsets, one is called the training set and the other is called test set. The training set is used to form model and the associated rules. Once model built and rules defined, the test set is used for grouping. It must be noted the test set groupings are already known but they are put in the model to test its accuracy.

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Question No : 47 of 52 Marks: 3 (Budgeted Time 6 Min)

Briefly explain the three Major Approaches for accessing the information stored on the Web.

Answer (Please click here to Add Answer)

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Currently, users can choose from three major approaches when accessing information stored on the Web:

- (i) **Keyword-based search** or topic-directory browsing with search engines such as Google or Yahoo, which use keyword indices or manually built directories to find documents with specified keywords or topics;
- (ii) **Querying deep Web sources**—where information, such as amazon.com’s book data and realtor.com’s real-estate data, hides behind searchable database query forms—that, unlike the surface Web, cannot be accessed through static URL links; and
- (iii) **Random surfing** that follows Web linkage pointers. The success of these techniques, especially with the more recent page ranking in Google and other search engines shows the Web’s great promise to become the ultimate information system.

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Question No : 48 of 52 Marks: 3 (Budgeted Time 6 Min)

We can identify the Session in Word Wide Web by using "Time-contiguous Log Entries" however there are some limitations of this technique. Briefly explain any two limitations.

Answer (Please click here to Add Answer)

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Limitations

- This method breaks down for visitors from large ISPs because different visitors may reuse dynamically assigned IP addresses over a brief time period.
- Different IP addresses may be used within the same session for the same visitor.
- This approach also presents problems when dealing with browsers that are behind some firewalls.

Notwithstanding these problems, many commercial log analysis products use this method of session tracking, which requires no cookies or special Web server features.

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Question No : 49 of 52 Marks: 5 (Budgeted Time 10 Min)

In Most of the retail banks 50 % of the customers are unprofitable. By considering this situation, which particular application of DWH can help the banks to improve the business and how?

Answer (Please click here to Add Answer)

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Profitability Analysis

- Banks know if they are profitable or not.
- Don't know which customers are profitable.
- Typically more than 50% are NOT profitable.
- Don't know which one?
- Balance is not enough, transactional behavior is the key.
- Restructure products and pricing strategies.
- Life-time profitability models (next 3-5 years).

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Question No : 50 of 52 Marks: 5 (Budgeted Time 10 Min)

What is clustering? How it can be used in Telecom Industry for targeted sale promotion?

Answer (Please click here to Add Answer)

Clustering: Identify outlier records using clustering based on Euclidian (or other) distance. Existing clustering algorithms provide little support for identifying outliers. However, in some cases clustering the entire record space can reveal outliers that are not identified at the field level inspection. The main drawback of this method is computational time. The clustering algorithms have high computational complexity. For large record spaces and large number of records, the run time of the clustering algorithms is prohibitive. PAGE 164 and 236

Cluster Index: Concept

- A Cluster index defines the sort order on the base table.
- Ordering may be strictly enforced (guaranteed) or opportunistically maintained.
- At most one cluster index defined per table.
- Cluster index may include one or multiple columns.
- Reduced I/O.

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Question No : 51 of 52 Marks: 5 (Budgeted Time 10 Min)

We have seen many issues during Data Acquisition & Cleansing in Agriculture Data Warehouse Case Study. In your point of view why those issues have arisen? Briefly explain.

Answer (Please click here to Add Answer)

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chapter 38 page 340
read the context

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Question No : 52 of 52 Marks: 5 (Budgeted Time 10 Min)

Briefly explain any two types of precedence constraints that we can use in DTS.

Answer ([Please click here to Add Answer](#))

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PAGE 395

Precedence constraints sequentially link tasks in a package. In DTS, you can use three types of precedence constraints, which can be accessed either through DTS Designer or programmatically:

- Unconditional:** If you want Task 2 to wait until Task 1 completes, regardless of the outcome, link Task 1 to Task 2 with an *unconditional precedence* constraint.
- On Success:** If you want Task 2 to wait until Task 1 has successfully completed, link Task 1 to Task 2 with an *On Success precedence* constraint.
- On Failure:** If you want Task 2 to begin execution only if Task 1 fails to execute successfully, link Task 1 to Task 2 with an *On Failure precedence* constraint. If you want to run an alternative branch of the workflow when an error is encountered, use this constraint.

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(Final Term Past Paper)

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Best of luck!



Which of the following statement is true? 1 PB is

Answer (Please select your correct option)

- 2^{52} or 10^{13} bytes
- 2^{50} or 10^{15} bytes
- 2^{50} or 10^{10} bytes
- 2^{48} or 10^{12} bytes

How Much Data is that?		
1 MB	2^{20} or 10^6 bytes	Small novel – 3 1/2 Disk
1 GB	2^{30} or 10^9 bytes	Paper rims that could fill the back of a pickup van
1 TB	2^{40} or 10^{12} bytes	50,000 trees chopped and converted into paper and printed
2 PB	1 PB = 2^{50} or 10^{15} bytes	Academic research libraries across the U.S.
5 EB	1 EB = 2^{60} or 10^{18} bytes	All words ever spoken by human beings

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Question No : 2 of 52

Marks: 1 (Budgeted Time 1 Min)

Normalized design is likely to perform much faster than de-normalized design for queries that probe normalized design is likely to perform many times faster as compared to the denormalized design for queries that probe the master table alone, rather than those that perform a join between the master and the detail table

Answer (Please select your correct option)

Master table only

Detail tables only

Both master and detail tables

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Question No : 3 of 52 Marks: 1 (Budgeted Time 1 Min)

Partition elimination is not possible with

Round-robin spreads data evenly across the partitions, but does not facilitate partition elimination (for the same reasons that hashing does not facilitate partition elimination). Round-robin is typically used only for temporary tables where partition elimination is not important and co-location of the table with other tables is not expected to yield performance benefits (hashing allows for co-location, but round-robin does not). Roundrobin is the "cheapest" partitioning algorithm that guarantees an even distribution of workload across the table partition

Answer (Please select your correct option)

Round-Robin

De-normalization

Normalization

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Question No : 4 of 52 Marks: 1 (Budgeted Time 1 Min)

ER is a logical design technique that seeks to remove the _____ in data.

Answer (Please select your correct option)

- Redundancy ER is a logical design technique that seeks to remove the redundancy in data
- Normalization
- Anomalies

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Question No : 5 of 52 Marks: 1 (Budgeted Time 1 Min)

Merging information is one of the major types of _____

Merging of Information: This is not quite the opposite of splitting of single fields. This type of data transformation does not literally mean the merging of several fields to create a single field of data. For example, information about a product may come from different data sources. The product Code and description may come from one data source. The relevant package types may be found in another data source. The cost data may be from yet another source. In this case, merging of information denotes the combination of the product code, description, package types, and cost into a single entity.

Answer (Please select your correct option)

- Transformation still not sure
- Extraction
- Loading
- None of these

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Question No : 7 of 52 Marks: 1 (Budgeted Time 1 Min)

If every key in the data file is represented in the index file then index is

Answer (Please select your correct option)

- Dense Index
- Sparse Index
- Inverted Index
- None of these

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Question No : 8 of 52 Marks: 1 (Budgeted Time 1 Min)

_____, if fits into memory, costs only one disk I/O access to locate a record by given key.

Answer (Please select your correct option)

- A Dense Index
- A Sparse Index
- An Inverted Index
- None of These

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Question No : 9 of 52 Marks: 1 (Budgeted Time 1 Min)

A dense index, if fits into memory, costs only _____ disk I/O access to locate a record by given key.

Answer (Please select your correct option)

- One
- Two
- $\lg(n)$
- n

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