- 1. Business intelligence (BI) is a broad category of application programs which includes
- a) Decision support
- b) Data mining
- c) OLAP
- d) All of the mentioned

View Answer Answer: d

Explanation: Business intelligence (BI) is a broad category of application programs and technologies for gathering, storing, analyzing, and providing access to data from various data sources.

- 2. Point out the correct statement.
- a) OLAP is an umbrella term that refers to an assortment of software applications for analyzing an organization's raw data for intelligent decision making
- b) Business intelligence equips enterprises to gain business advantage from data
- c) BI makes an organization agile thereby giving it a lower edge in today's evolving market condition
- d) None of the mentioned

View Answer

Answer: b

Explanation: Once an organization is powered with BI it can anticipate enhanced turnaround time on data collection, come up with fresh ideas for novel business initiatives.

- 3. BI can catalyze a business's success in terms of _____
- a) Distinguish the products and services that drive revenues
- b) Rank customers and locations based on profitability
- c) Ranks customers and locations based on probability
- d) All of the mentioned

View Answer

Answer: d

Explanation: SQL Server Business Intelligence delivers a comprehensive platform empowering organizations to build and deploy secure, scalable and manageable BI apps.

- 4. Which of the following areas are affected by BI?
- a) Revenue
- b) CRM
- c) Sales
- d) All of the mentioned

View Answer

Answer: b

Explanation: Customer relationship management (CRM) is a system for managing a company's interactions with current and future customers. It often involves using technology to organize, automate and synchronize sales, marketing, customer service, and technical support.

- 5. Point out the wrong statement.
- a) Data is factual information for analysis
- b) BI is a category of database software that provides an interface to help users quickly and

interactively scrutinize the results in a variety of dimensions of the data

- c) Customer relationship management (CRM) entails all aspects of interaction that a company has with its customer
- d) None of the mentioned

View Answer Answer: b

Explanation: Online Analytical Processing is a category of database software that provides an interface to help users quickly and interactively scrutinize the results in a variety of dimensions of the data.

- 6. ______is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.
- a) Balanced Scorecard
- b) Data Cube
- c) Dashboard
- d) All of the mentioned

View Answer

Answer: a

Explanation: The balanced scorecard (BSC) is a strategy performance management tool – a semi-standard structured report, supported by design methods and automation.

- 7. ______is a system where operations like data extraction, transformation and loading operations are executed.
- a) Data staging
- b) Data integration
- c) ETL
- d) None of the mentioned

View Answer

Answer: a

Explanation: In computing, Extract, Transform and Load (ETL) refers to a process in database usage and especially in data warehousing

- 8. ______is a category of applications and technologies for presenting and analyzing corporate and external data.
- a) Data warehouse
- b) MIS
- c) EIS
- d) All of the mentioned

View Answer

Answer: c

Explanation: EIS stands for Enterprise Information System.

- 9. Which of the following is the process of basing an organization's actions and decisions on actual measured results of performance?
- a) Institutional performance management
- b) Gap analysis
- c) Slice and Dice
- d) None of the mentioned

View Answer

Answer: a Explanation: incorporates performance measures, benchmarks, and goals to attain the best results.
10. Which of the following does not form part of BI Stack in SQL Server? a) SSRS b) SSIS c) SSAS d) OBIEE View Answer Answer: d Explanation: Oracle Business Intelligence Enterprise Edition Plus, also termed OBI EE Plus, is Oracle Corporation's set of business intelligence tools.
3-1. A decision for repetitive or routine problems for which the responses have been already been decided and been known to the person who will make the decision is called:
 a. programmed. b. non programmed. c. strategic. d. professional.
The question was not answered. The correct answer is "a".
3-2. Non programmed decisions are most likely to be made by:
a. middle management.b. lower management.c. top management.d. supervisory management.
The question was not answered. The correct answer is "c".
3-3. A decision made before the occurrence of an external or internal change is called adecision.
a. reactive.

The question was not answered. The correct answer is "b".

b. proactive.c. intuitive.

d. systematic.

3-4. A decision based primarily on an almost unconscious reliance on the decision maker's experience without a conscious rational analysis having been made is called:	
a. systematic. b. programmed. c. non programmed. d. intuitive.	
The question was not answered. The correct answer is "d".	
3-5decision making is an organized, exacting, data-drivorocess.	en
a. systematic. b. programmed. c. non programmed. d. intuitive.	
The question was not answered. The correct answer is "a".	
3-6. The first step in decision making is to:	
a. establish priorities. b. establish specific goals and objectives. c. identify and define the problem. d. determine courses of the problem.	
The question was not answered. The correct answer is "b".	
3-7. Problems are usually of the following type(s):	
a. crisis problems. b. routine problems. c. problems of failing to take advantage of opportunities. d. all of the above.	
The question was not answered. The correct answer is "d".	
3-8refers to the seriousness of a problem's effects.	
a. urgency. o. impact.	

- c. growth tendency.
- d. none of the above.

The question was not answered. The correct answer is "b".

- 3-9. The concept that a manager's freedom to make totally rational decisions is restricted by internal and external environmental factors and by the manager's own characteristics and decision-making ability is called:
- a. bounded rationality.
- **b.** values.
- **c.** objective rationality.
- **d.** A & B.

The question was not answered. The correct answer is "a".

- 3-10. Several studies have examined the effect of selected personality variables on the decision making process. These studies generally have focused on ______variables.
- a. personality.
- b. situational.
- c. interactional.
- d. all of the above.

The question was not answered. The correct answer is "d".

- 3-11. A group brought together from different functions and levels of an organization to consider ways in which the organization's activities could be improved is called a(n):
- a. quality team.
- b. process improvement team.
- c. task team.
- d. unit team.

The question was not answered. The correct answer is "b".

3-12. A process in which a group of individuals generate and state ideas, but in which the rules prohibit questioning, evaluating, or rejecting any ideas, even if they seem ridiculous is called:

- a. delphi technique.
- b. brainstorming.
- c. nominal group technique.
- d. bounded rationality.

The question was not answered. The correct answer is "b".

3-13. A process for arriving at an evaluation of decisions, in which selected individuals are asked to respond individually to key questions about a problem, then are provided with a summary of the responses, all members have given and invited to respond again is called:

- a. delphi technique.
- **b.** brainstorming.
- c. nominal group technique.
- d. bounded rationality.

The question was not answered. The correct answer is "a".

- 3-14. Which of the following is not an attribute of useful information?
- a. accessible.
- b. timely.
- c. relevant.
- d. none of the above.

The question was not answered. The correct answer is "d".

- 3-15. An employee in a company is working out a schedule to ensure that all the sales staff arrive at the company conference on time. This is a:
- a. non programmed decision.
- b. programmed decision.
- c. problem decision.
- d. crisis decision.
- 3-1. A decision-making process is a series or chain of related steps or interconnected stages that lead to an action or to an outcome and assessment.

True / False

The question was not answered. The correct answer is "true".

3-2. Programmed decisions are more likely to occur at the top management level.

True / False

The question was not answered. The correct answer is "false".

3-3. A company decision to diversify into new products and markets is an example of non programmed decisions.

True / False

The question was not answered. The correct answer is "false".

3-4. Preventive maintenance is reactive.

True / False

The question was not answered. The correct answer is "false".

3-5. A manager making a decision to improve post-sale support based on a survey is an example of systematic decision making.

True / False

The question was not answered. The correct answer is "true".

3-6. The first seven steps in the decision making process are the decision formulation stages while the last two steps are the decision implementation process.

True / False

The question was not answered. The correct answer is "true".

3-7. According to the text, the Swiss market share of watch making collapsed because of "defining problems in terms of assumed solutions."

True / False

The question was not answered. The correct answer is "false".

3-8. Growth tendency refers to the degree of pressure on time for a prompt decision.

True / False

The question was not answered. The correct answer is "false".

3-9. Benchmarking is one source of alternative solutions that is coming into wider use.

True / False

The question was not answered. The correct answer is "true".

3-10. The firing of an employee may cause cognitive dissonance within a company.

True / False

The question was not answered. The correct answer is "true".

3-11. The nominal group technique is only used in industries.

True / False

The question was not answered. The correct answer is "false".

3-12. A major advantage of the Delphi technique over other group decision-making techniques is that bias effects of group interactions are eliminated.

True / False

The question was not answered. The correct answer is "true".

3-13. MIS is used to collect data, store and process those data, and then present useful and timely information to managers.

True / False

The question was not answered. The correct answer is "true".

3-14. In the last five years, the amount of computer power a dollar can buy has decreased.

True / False

The question was not answered. The correct answer is "false".

3-15. Escalation of commitment is a positive force in a company.

True / False

The question was not answered. The correct answer is "false".

Which one of the	following is a re	elative measure of	dispersion
------------------	-------------------	--------------------	------------

- A. Standard deviation
- **B.** Variance
- C.Co-efficient of variation
- **D.**None of the above

Answer Report Discuss

Option: C

Explanation:

Click on Discuss to view users comments.

2

Probability sampling and random sampling are

- **A.** Anonymous
- **B.** Different terms
- **C.**Synonymous
- **D.**None of the above

Answer Report Discuss

Option: C

Explanation:

Click on Discuss to view users comments.

3

Convenience sampling is a

A. Probability Sampling

B.Non-probability Sampling
C.Random Sampling
D.None of the above
Answer Report Discuss Option: B
Explanation :
Click on Discuss to view users comments.
4: Coefficient of correlation will be always
A.More than 0
B.More than - 1
C.Less than -1
D.Between -1 and + 1
Answer Report Discuss Option: D
Explanation :
Click on Discuss to view users comments.
5: Which of the following is the characteristics of a data
A. Aggregate of fact
B. Numerical expressed
C. Affected by various cause
D. All of the above
Answer Report Discuss
Option: D
Option: D Explanation:

1. CORRECT

A monthly report summarizing a companies sales turnover by store, by region using charts and tables is:

Your Answer: information.

2. CORRECT

The degree to which data accurately defines real-world objects is:

Your Answer: inherent information quality.

3. INCORRECT

The following is a definition of what?

To provide a universal performance metric, or measure, that can be applied to any product, process, service regardless of its relative complexity.

Your Answer: Corporate performance management.

Correct Answer: Six Sigma.

4. INCORRECT

Details organisational and individual approaches to reviewing, monitoring and improving the quality of information within an organisation.

Your Answer: Information audit.

Correct Answer: Information quality policy.

5. INCORRECT

When staff control data quality at entry and through review

this is:

Your Answer: hardware control.

Correct Answer: human control.

6. INCORRECT

A short-term benefit of an information audit is: "Quick _____and efficiency gains from making information more available and usable."

Your Answer: operational.

Correct Answer: financial.

7. The final stage of an information audit is:

Your Answer: define information requirements.

Correct Answer: develop action plan.

8. Place the following in the appropriate order of transformation.

Your Answer: None of the above.

Correct Answer: Data, Information, Knowledge, Actions,

Results.

9. Select the final phase of these stages for improving information quality.

Your Answer: Raising awareness of problems.

Correct Answers: Measure the cost savings and

customer satisfaction.

Raising awareness of problems.

A structured definition defining data objects and the relationship between them together with attributes, and acceptable values is:

Your Answer: a data dictionary.

In which of the following environment, data is held in a temporary computer file?

- (A) Batch processing
- (B) Online processing
- (C) Online batch processing

(D) None of these
<u>View Answer</u>
Ans: C
Online batch processing
Question: 2
The hardware unit which is used to monitor computer processing is
(A) ROM
(B) Mouse
(C) Dot matrix printer
(D) Console
<u>View Answer</u>
Ans: D
Console
Question: 3
The task of proving that a given program works correctly is
(A) Check pointing
(B) Program verification
(C) Diagnosis
(D) Program tracing
<u>View Answer</u>
Ans: B
Program verification

Question: 4

The program that controls the execution of application programs and acts as an interface between user of a computer and computer hardware, is called

- (A) Operating System
- (B) Compiler
- (C) Text Editor
- (D) Linker

View Answer

Ans: A

Operating System

Question: 5

Computing systems can be effective in generating strategic information because

- (A) They require managers to clarify their thinking about their plans and future possibilities
- (B) Future can be predicted from the pattern of the past
- (C) They give management access to large database
- (D) All of these

View Answer

Ans: A

They require managers to clarify their thinking about their plans and future possibilities

Question: 6

The difference between raw data and information is

(A)	Add	lition	of	intel	lect
-----	-----	--------	----	-------	------

- (B) Addition of processing
- (C) Addition of intelligence
- (D) All of these

View Answer

Ans: C

Addition of intelligence

Question: 7

Batch system customarily requires

- (A) Collection of transmission for single-shot processing
- (B) Transferral of programs from one micro computer to another
- (C) The ability to check files from the personal computer
- (D) Direct on- line input of file data

View Answer

Ans: A

Collection of transmission for single-shot processing

Question: 8

The range concept of a spread sheet is its ability to

- (A) Calculate random portions of that spread
- (B) Print only selected portions of that spread sheet
- (C) Indentify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas		
<u>View Answer</u>		
Ans: C		
Indentify subordinate portions of the spread sheet		
Question: 9		
A microcomputer consists of at least an input unit, an output unit, microprocessor unit, and a		
(A) Stabilizer		
(B) Memory unit		
(C) Printer		
(D) Network		
<u>View Answer</u>		
Ans: B		
Memory unit		
Question: 10		
A program to detect overall system malfunction is		
(A) System diagnostics		
(B) System software		
(C) System analysis		
(D) Utilities		
<u>View Answer</u>		
Ans: A		

System diagnostics

- 1. A written report is more formal than an oral report.
- a) True
- b) False

View Answer

Answer: a

Explanation: The statement is true. A written report is more formal in nature than an oral report and it removes almost every flaw inherent in an oral report.

- 2. Which of these is usually written in a form of a memorandum?
- a) Informal reports
- b) Formal reports
- c) Professional reports
- d) Business reports

View Answer

Answer: a

Explanation: Written reports can be of two types. They are: formal reports and informal reports. Informal reports are normally written in the form of a memorandum or a letter.

- 3. Which of these is not a formal report?
- a) Informational
- b) Informal
- c) Interpretative
- d) Routine

View Answer

Answer: b

Explanation: Formal reports can be classified into three different types. They are : informational, interpretative and routine.

- 4. Into which of these types are formal reports not classified?
- a) Informational
- b) Interpretative
- c) Oral
- d) Routine

View Answer

Answer: c

Explanation: Formal reports are written reports. They can be classified into three types: informational, interpretative and routine.

- 5. Which of these reports provide information without any evaluation?
- a) Informational
- b) Interpretative
- c) Routine
- d) Progress

View Answer

Answer: a

Explanation: Informational reports accumulate and provide information without any assessment or evaluation. They do not make any recommendations they do not give any findings.

6report provides rational findings. a) Informative b) Interpretative c) Routine d) Progress View Answer Answer: b Explanation: Interpretative reports do not merely provide data. They assess this data and provide rational findings and worthwhile recommendations.	d
7. Interpretative reports are also known as a) recommendation reports b) routine reports c) progress reports d) informal reports View Answer Answer: a Explanation: The correct statement is: Interpretative reports are also known as recommendation reports. They assess the data and provide rational findings and worthworecommendations.	vhile
8. Which of these reports are written for recording information? a) Informational b) Interpretative c) Routine d) Recommendation View Answer Answer: c Explanation: Routine reports are normally written for recording information which is requat periodic intervals. In most cases there may be printed forms where relevant gaps have be filled with acquired data.	
9. Which of these is not mentioned in a progress report? a) Name of project b) Right choice of instruments c) Nature of work d) Amount of work left View Answer Answer: b Explanation: A progress report should contain information like: Name of project, nature of project, extent of work to be completed, amount of work left, etc	of
10. Which of these reports involves the checking of a piece of equipment to see if it's still working condition?a) Progress reportb) Laboratory reportc) Inspection reportd) Inventory reportView Answer	ll in

Answer: c

Explanation: An inspection report is made when: An equipment is inspected to establish whether or not it is in working condition.

- 1. A technical report reduces to writing the facts of a particular situation.
- a) True
- b) False

View Answer

Answer: a

Explanation: The statement is true. A technical report reduces to writing the facts of a particular situation, project, process or test.

- 2. A technical report establishes a _____
- a) illogical conclusion
- b) logical conclusion
- c) personal prejudice
- d) misplaced learning

View Answer

Answer: b

Explanation: A technical report establishes a logical conclusion on the basis of the facts laid down and the purpose for which these facts are required.

- 3. Which of these must never be a basis for a technical report?
- a) Facts
- b) Tests
- c) Personal prejudices
- d) Experiments

View Answer

Answer: c

Explanation: A report must never be based on personal prejudices and misplaced learning. It must be objective. It highlights the significance of the facts.

- 4. Which of these must be avoided in a technical report?
- a) Facts
- b) Logical conclusion
- c) Objective evaluation
- d) Subjective evaluation

View Answer

Answer: d

Explanation: A technical report must always be objective. There is very little place for subjective evaluation in a report. A technical report establishes a logical conclusion.

- 5. A report may be used for reading or hearing.
- a) True
- b) False

View Answer

Answer: a

Explanation: The statement is true. A report may be used for reading or hearing. The

language would change in both cases because spoken language is different from written language.

- 6. Which of these is not a parameter in a report?
- a) Extent of information
- b) Quality of information
- c) Age of writer
- d) Ability to acquire information

View Answer

Answer: c

Explanation: There are eight basic parameters in a report: extent and quality of information, ability to acquire additional information, etc..

- 7. Which of these is not a parameter of a report?
- a) Ability to acquire additional information
- b) Quality of additional information acquired
- c) Ability to arrive at subjective evaluation
- d) Ability to provide worthwhile recommendations

View Answer

Answer: c

Explanation: There are many basic parameters of a report: Ability to acquire additional information, quality of additional information acquired, ability to arrive at objective evaluation, etc..

- 8. To which of these people is the report not very crucial?
- a) Engineers
- b) Scientists
- c) Teachers
- d) Business executives

View Answer

Answer: c

Explanation: Reports are of crucial importance to engineers, scientists, business executives and public administrators.

- 9. Which of these reports is raised annually?
- a) Inventory reports
- b) Confidential reports
- c) Laboratory reports
- d) Inspection reports

View Answer

Answer: b

Explanation: Confidential reports or Annual confidential reports are raised annually. They are raised to evaluate the performance of a particular employee.

- 10. Which of these is not a part of a report?
- a) Front matter
- b) Gender
- c) Front cover

d) Title page View Answer

Answer: b

Explanation: A report can be divided into three parts: front matter, front cover and title page.

- 1. Which of these is written like a business letter?
- a) Introductory letter
- b) Covering letter
- c) Informal letter
- d) Personal letter

View Answer

Answer: a

Explanation: Forwarding letter can be of two types. They are: Covering letter and introductory letter. Both of them are meant for the primary recipient of the report.

- 2. Covering letter is only a record of transmission of the report.
- a) True
- b) False

View Answer

Answer: a

Explanation: The statement is true. Covering letter: This type of letter is only a record of transmission of the report.

- 3. Introductory letter serves the purpose of a _____
- a) summary
- b) preface
- c) main part
- d) conclusion

View Answer

Answer: b

Explanation: The statement is: Introductory letter serves the purpose of a preface or introduction. It is written like any other business letter.

- 4. Where is introductory letter placed?
- a) At the beginning
- b) At the end
- c) After the title page
- d) Just before the last page

View Answer

Answer: c

Explanation: An introductory letter aims to introduce the scope and purpose of the report. It must be placed immediately after the title page; which means that it must be bound with the report.

- 5. Which of these introduces the report to the reader?
- a) Acknowledgement
- b) Preface

c) Summary d) Abstract View Answer Answer: b Explanation: A preface is anything said or written by way of introduction or preliminary explanation. Thus a preface to a report introduces the report to the reader. 6. Which of these tells us what the report is about? a) Abstract b) Summary c) Acknowledgements d) Table of contents View Answer Answer: a Explanation: A distinction must be made between an abstract and a summary. An abstract tells us in brief what the report is about. 7. gives the substance of the report. a) Abstract b) Summary c) Preface d) Table of contents View Answer Answer: b Explanation: The statement is: Summary gives the substance of the report. An abstract only gives the matter covered in the report. 8. An abstract is of the original report. a) 2-5 percent b) 5-10 percent c) 6-12 percent d) 7-13 percent View Answer Answer: a

Explanation: The correct statement is: An abstract is 2-5 percent of the original report. An abstract tells us in brief what the report is about.

9. A summary is______of the original report.

- a) 2-5 percent
- b) 5-10 percent
- c) 12-15 percent
- d) 15-20 percent

View Answer

Answer: b

Explanation: The correct statement is: A summary is 5-10 percent of the original report. A summary becomes crucial when the report is long and gives the substance of the report.

- 10. Which of these is not a part of the main body?
- a) Introduction

- b) Conclusion
- c) Complaint
- d) Recommendation

View Answer

Answer: c

Explanation: The main body is the heart and soul of the report. It has four distinct parts: Introduction, description, conclusion and recommendations.

- Business report A Business Report is a written communication of factual information on a specific subject presented in an orderly and formal manner.
- 1.
- A. True
- B. False
- 2. Examples of the objectives of business reports in large businesses might include:
- 1.
- A. Presenting an analysis to management on a specific issue or incident or on the on-going state of affairs of the business.
- B. Providing evidence of regulatory compliance to regulatory authorities, shareholders, creditors, employees or some other stakeholder.
- C. Providing product or service information to stakeholders such as customers and employees.
- D. All of the above
- 3. Features of a report include:
- 1
- 1.
- I. It is entirely based on observation, investigation and analysis.
- II. It gives an account of some specific situation.
- III. It talks about a particular problem in detail.
- IV. Reports work best for judging the performances of different departments in an organization.
- V. It is argued to be fact finding and not fault finding.
- 1.
- A. All of the above
- B. (I) and (IV) only
- C. (II) (IV) and (V) only
- D. None
- 4. The primary objective of a report is to provide a basis for decision and action. The secondary objective of a report which must be achieved in order that the primary objective is achieved is normally:
- 1.
- A. To inform
- B. To record
- C. To recommend.
- D. All of the above
- 5. The key components of a business report are:

1.

1.

- Reader
- II. Writer
- III. Objective
- IV. Subject
- V. Structure

1.

- A. All of the above
- B. (I) (III) and (IV) only
- C. (I) and (III) only
- D. None

6. Examples of a written business report may be delivered include:

1.

- A. Hold a meeting to discuss the issues then write a report.
- B. Send a written report then follow it up with a meeting to discuss the report.
- C. Deliver the report in the form of a presentation.
- D. All of the above

7. Identify the Types of business reports.

1.

- A. Voluntary reports, Internal reports, External reports
- B. Formal reports, Informal reports, Statutory reports
- C. Periodic reports, Special reports, Analytical report
- D. All of the above

8.

Voluntary reports –

1.

- A. These are prepared on one's own initiative without someone else's demand. These are detailed reports with enough of discussion dedicated to the background of the subject with careful expression of the purpose.
- B. A report prepared and presented according to the form and procedure laid down by law is called a statutory report. For e.g.: Audit report.
- C. are prepared and submitted at regular, prescribed intervals. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily. They are organised in a standard predefined way.
- D. It analyses the facts, draws conclusions and makes recommendations. These reports are generally organised around logical arguments and conclusions.

9. Statutory reports –

1.

A. These are prepared on one's own initiative without someone else's demand. These are detailed reports with enough of discussion dedicated to the background of the subject with careful expression of the purpose.

- B. A report prepared and presented according to the form and procedure laid down by law is called a statutory report. For e.g.: Audit report.
- C. are prepared and submitted at regular, prescribed intervals. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily. They are organised in a standard predefined way.
- D. It analyses the facts, draws conclusions and makes recommendations. These reports are generally organised around logical arguments and conclusions.

10. Periodic reports -

1.

- A. These are prepared on one's own initiative without someone else's demand. These are detailed reports with enough of discussion dedicated to the background of the subject with careful expression of the purpose.
- B. A report prepared and presented according to the form and procedure laid down by law is called a statutory report. For e.g.: Audit report.
- C. are prepared and submitted at regular, prescribed intervals. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily. They are organised in a standard predefined way.
- D. It analyses the facts, draws conclusions and makes recommendations. These reports are generally organised around logical arguments and conclusions.

11. Analytical report -

1.

- A. These are prepared on one's own initiative without someone else's demand. These are detailed reports with enough of discussion dedicated to the background of the subject with careful expression of the purpose.
- B. A report prepared and presented according to the form and procedure laid down by law is called a statutory report. For e.g.: Audit report.
- C. are prepared and submitted at regular, prescribed intervals. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily. They are organised in a standard predefined way.
- D. It analyses the facts, draws conclusions and makes recommendations. These reports are generally organised around logical arguments and conclusions.
- 12. Writing a report is an involved process. It requires information to be collected and research performed. Data needs collating, organising and then using to argue logically and reach conclusions or recommendations.

1.

- A. The above statement is incorrect
- B. The above statement is correct

13. The key stages in writing a report are:

1.

A. Preparation, Organise the information, Plan the layout

- B. Write a first (rough) draft, Editorial, revision and writing a final draft, Checking the final draft
- C. Both A&B
- D. None

14. Features of effective reports include:

1.

- A. Fit for purpose, Decisive, Easy to read and follow
- B. Correct in fact and language, Concise, Persuasive
- C. Both A&B
- D. None

15. Identify the characteristics of a bad report:

1.

- A. Hard work, boring and irritating to read
- B. Still needs basic editing
- C. Inconcise, is muddled and illogical
- D. All of the above

16. Methods of Generating ideas and collecting information for report writing might include:

1.

- A. Brainstorming
- B. Sequential notes and lists
- C. Mind-mapping and patterned note-making
- D. All of the above

17. There are many sources that can be used for researching the report. These include:

1.

- A. Colleagues particularly those with relevant experience
- B. Performing an audit, review or investigation, Observation
- C. The Internet, Experts and specialists, Technical journals
- D. All of the above

18. Never assume the reader knows the links between the groups and how the information flows – your report must explain them to clearly build the full picture. The way to do this is:

1.

- A. Construct a pyramid of thoughts where each level from the bottom upwards summarises the groups below.
- B. When you present the information to the reader (i.e. write the report) you present it in a top-downwards fashion starting with the key point then explaining each sub-level of back- up.
- C. Both A&B
- D. None

19. Having formulated the groups, you need to identify an appropriate ordering for presentation in the report. This could be based on:

1.

A. Ranking – either descending or ascending in terms of importance

- B. Spatial order the groups as you would visualise them being created into a diagram of chart
- C. Chronological order the groups in order of time in which they occur e.g. steps in a process
- D. Impact Your report should have an impact on the reader. culminating in the conclusion or recommendation
- E. On one of the above
- 20. You could use either the top-down or bottom-up approach to ordering your report.
- 1.
- A. True
- B. False

21. Top-down ordering -

1

- A. Present your conclusions first
- B. Present the reasons for the conclusion
- C. Include the facts underlying your reasoning
- D. All of the above

22. Bottom-up ordering -

1.

- A. State the material facts
- B. Demonstrate the reasons for the facts then summarise them
- C. Include a conclusion based on the facts you have just summarized
- D. All of the above
- 23. In practice the method preferred by managers and clients is by far the _____approach.

1.

- A. Top-down
- B. Bottom-down
- C. Both A&B
- D. None
- 24. The main key issues relating to business reports to address include:

1.

1.

- I. Relevance Only include information that is important to the reader
- II. Impact Your report should have an impact on the reader
- III. Cost effectiveness Reports are not judged by length but rather by effectiveness.
- IV. Clarity Follow the usual rules of effective clear business writing
- V. Timeliness The report must be available to the reader when they need it.

- A. All of the above
- B. (I) and (IV) only
- C. (III) and (IV) only
- D. None

25. The "Best approach" to write the first draft of the report would be:

1.

- A. Write the easiest sections first to give yourself confidence.
- B. Write the most difficult sections first to relieve pressure.
- C. Write the sections in the order they appear in the report.
- D. Any of the above
- 26. The title page is there to attract the reader to the report and assist them in finding the report at a later date. You would typically include:

1.

1.

- I. Title (and any sub-titles) this should distinguish the report and ensure it is easily identifiable from others
- II. Author (internal reports only)
- III. Your organisation's name (external reports only)
- IV. Any reference numbers
- V. Degree of confidentiality
- VI. Date

1.

- A. All of the above
- B. (I) only
- C. (I) and (II) only
- D. None
- 27. A table of contents is a list of all the sections that are included in the report (in the same order in which they appear) plus relevant page numbers.

1.

- A. False
- B. True
- 28. The benefit of including an executive summary is that for senior people with little time it is the one section they will read. Therefore, a succinct, clear and well written executive summary should always reach the reader.

The executive summary should include:

1.

- A. What the report is about
- B. What the problems are
- C. The conclusions you arrived at
- D. What you recommend
- E. All of the above
- 29. The conclusions and recommendations must follow logically from the rest of the report. When writing the conclusions and recommendations section, consider:

- A. Do the conclusions and recommendations follow logically from the rest of the report?
- B. Check the conclusions and recommendations against the original objective of the report.

- C. Make sure you have answered the reader's key question.
- D. Finish with the final impression you want to make.
- E. All of the above
- 30. The "appendices" should include detailed information that the reader can essentially do without in order to make sense of the main body of the report. Appendices should be:

1.

- A. Included only if absolutely necessary.
- B. Non-essential for understanding the main arguments.
- C. Referred to somewhere in the body of the text i.e. there must be a link.
- D. Mentioned as the final item in the table of contents.
- E. All of the above
- 31. Request for proposal (RFP) An RFP is a formal document that describes a project, or need for service, and invites prospective bidders to propose solutions.

1.

- A. The above statement is correct
- B. The above statement is incorrect
- 32. A Request for proposal (RFP) should contain:

1.

1.

- I. Description of the work to be performed (in sufficient detail).
- II. Method of formal submission of the proposal e.g. in a prescribed form to be delivered by hand or by registered post.
- III. Milestones and deadlines of the proposal process.
- IV. Terms relating to payments, such as advances, stage (interim) payments and any other special terms and conditions.

1.

- A. All of the above
- B. (I) and (III) only
- C. (II) and (Iv) only
- D. None
- 33. A proposal is either written in response to a Request for proposal (RFP), or alternatively used as to promote an idea to a relevant stakeholder.

The essential qualities and contents of a well-prepared proposal include:

1.

- I. purpose of the proposal is stated clearly
- II. problem or need for the proposal is understood and defined clearly
- III. suggested solution offered in the proposal is workable and in the best interests of the recipient
- IV. proposal is honest, factual and objective
- V. benefits to be derived from the proposal outweigh the costs
- VI. proposal contains a time schedule including the milestones and any checklists of the projects

VII. contains a list of the costs and resources involved in completion of the project.

1.

- A. (I) (III) and (VI) only
- B. (I) (III) (IV) and (VI) only
- C. All of the above
- D. None

34. Project progress report -

1.

- A. Outlines the progress of the tasks in a project, including work completed, work remaining, costs incurred, remaining cost to complete the project and schedule of original and anticipated time for completion of the project.
- B. Documents the quality of an employee's work performance for a particular period with identification of the individual's strengths and weaknesses, training and development needs and career planning.
- C. A feasibility report examines the viability of the proposed undertaking from its technical, commercial and economic standpoints.
- D. Report that provides data of actual sales of various products classified by their quantities, territories, sales teams and distributors for a specific period.

35. Performance appraisal report -

1.

- A. Outlines the progress of the tasks in a project, including work completed, work remaining, costs incurred, remaining cost to complete the project and schedule of original and anticipated time for completion of the project.
- B. Documents the quality of an employee's work performance for a particular period with identification of the individual's strengths and weaknesses, training and development needs and career planning.
- C. A feasibility report examines the viability of the proposed undertaking from its technical, commercial and economic standpoints.
- D. Report that provides data of actual sales of various products classified by their quantities, territories, sales teams and distributors for a specific period.

36. Feasibility report -

- A. Outlines the progress of the tasks in a project, including work completed, work remaining, costs incurred, remaining cost to complete the project and schedule of original and anticipated time for completion of the project.
- B. Documents the quality of an employee's work performance for a particular period with identification of the individual's strengths and weaknesses, training and development needs and career planning.
- C. A feasibility report examines the viability of the proposed undertaking from its technical, commercial and economic standpoints.

D. Report that provides data of actual sales of various products classified by their quantities, territories, sales teams and distributors for a specific period.

37. Sales and marketing report -

1.

- A. Outlines the progress of the tasks in a project, including work completed, work remaining, costs incurred, remaining cost to complete the project and schedule of original and anticipated time for completion of the project.
- B. Documents the quality of an employee's work performance for a particular period with identification of the individual's strengths and weaknesses, training and development needs and career planning.
- C. A feasibility report examines the viability of the proposed undertaking from its technical, commercial and economic standpoints.
- D. Report that provides data of actual sales of various products classified by their quantities, territories, sales teams and distributors for a specific period.

38. Operating report -

1.

- A. Summarises the operational activity for a particular time period.
- B. Might include information on sales and purchases, employee information and inventory.
- C. Both A&B
- D. None
- 1. OLAP stands for
- a) Online analytical processing
- b) Online analysis processing
- c) Online transaction processing
- d) Online aggregate processing

View Answer

Answer: a

Explanation: OLAP is the manipulation of information to support decision making.

- 2. Data that can be modeled as dimension attributes and measure attributes are called _____data.
- a) Multidimensional
- b) Singledimensional
- c) Measured
- d) Dimensional

View Answer

Answer: a

Explanation: Given a relation used for data analysis, we can identify some of its attributes as measure attributes, since they measure some value, and can be aggregated upon. Dimension attribute define the dimensions on which measure attributes, and summaries of measure attributes, are viewed.

3. The generalization of cross-tab which is represented visually is which is also called as data cube. a) Two dimensional cube b) Multidimensional cube c) N-dimensional cube d) Cuboid View Answer Answer: a Explanation: Each cell in the cube is identified for the values for the three dimensional attributes.	
4. The process of viewing the cross-tab (Single dimensional) with a fixed value of one attribute is a) Slicing b) Dicing c) Pivoting d) Both Slicing and Dicing View Answer Answer: a Explanation: The slice operation selects one particular dimension from a given cube and provides a new sub-cube. Dice selects two or more dimensions from a given cube and provides a new sub-cube.	
5. The operation of moving from finer-granularity data to a coarser granularity (by means of aggregation) is called a	
6. In SQL the cross-tabs are created using a) Slice b) Dice c) Pivot d) All of the mentioned View Answer Answer: a Explanation: Pivot (sum(quantity) for color in ('dark','pastel','white')). 7.	
{ (item name, color, clothes size), (item name, color), (item name, clothes size), (color, clothes size), (item name), (color), (clothes size), () }	

```
a) group by rollup
b) group by cubic
c) group by
d) none of the mentioned
View Answer
Answer: d
Explanation: 'Group by cube' is used.
8. What do data warehouses support?
a) OLAP
b) OLTP
c) OLAP and OLTP
d) Operational databases
View Answer
Answer: a
Explanation: None.
9.
SELECT item name, color, clothes SIZE, SUM(quantity)
GROUP BY rollup (item name, color, clothes SIZE);
How many grouping is possible in this rollup?
a) 8
b) 4
c) 2
d) 1
View Answer
Answer: b
Explanation: { (item name, color, clothes size), (item name, color), (item name), () }.
10. Which one of the following is the right syntax for DECODE?
a) DECODE (search, expression, result [, search, result]... [, default])
b) DECODE (expression, result [, search, result]... [, default], search)
c) DECODE (search, result [, search, result]... [, default], expression)
d) DECODE (expression, search, result [, search, result]... [, default])
View Answer
Answer: d
Explanation: None.
```

1. What is true about Data Visualization?

This can be achieved by using which of the following?

- A. Data Visualization is used to communicate information clearly and efficiently to users by the usage of information graphics such as tables and charts.
- B. Data Visualization helps users in analyzing a large amount of data in a

simpler way.

- C. Data Visualization makes complex data more accessible, understandable, and usable.
- D. All of the above

View Answer

Ans: D

Explanation: Data Visualization is used to communicate information clearly and efficiently to users by the usage of information graphics such as tables and charts. It helps users in analyzing a large amount of data in a simpler way. It makes complex data more accessible, understandable, and usable.

2. Data can be visualized using?

- A. graphs
- B. charts
- C. maps
- D. All of the above

View Answer

Ans : D

Explanation: Data visualization is a graphical representation of quantitative information and data by using visual elements like graphs, charts, and maps.

3. Data visualization is also an element of the broader_____.

- A. deliver presentation architecture
- B. data presentation architecture
- C. dataset presentation architecture
- D. data process architecture

View Answer

Ans: B

Explanation: Data visualization is also an element of the broader data presentation architecture (DPA) discipline, which aims to identify, locate, manipulate, format and deliver data in the most efficient way possible.

4. Which method shows hierarchical data in a nested format?

- A. Treemaps
- B. Scatter plots

- C. Population pyramids
- D. Area charts

View Answer

Ans: A

Explanation: Treemaps are best used when multiple categories are present, and the goal is to compare different parts of a whole.

5. Which is used to inference for 1 proportion using normal approx?

- A. fisher.test()
- B. chisq.test()
- C. Lm.test()
- D. prop.test()

View Answer

Ans: D

Explanation: prop.test() is used to inference for 1 proportion using normal approx.

6. Which is used to find the factor congruence coefficients?

- A. factor.mosaicplot
- B. factor.xyplot
- C. factor.congruence
- D. factor.cumsum

View Answer

Ans: C

Explanation: factor.congruence is used to find the factor congruence coefficients.

7. Which of the following is tool for checking normality?

- A. qqline()
- B. qline()
- C. anova()
- D. Im()

View Answer

Ans: A

Explanation: qqnorm is another tool for checking normality.

8. Which of the following is false?

- A. data visualization include the ability to absorb information quickly
- B. Data visualization is another form of visual art
- C. Data visualization decrease the insights and take solwer decisions
- D. None Of the above

View Answer

Ans: C

Explanation: Data visualization decrease the insights andtake solwer decisions is false statement.

9. Common use cases for data visualization include?

- A. Politics
- B. Sales and marketing
- C. Healthcare
- D. All of the above

View Answer

Ans: D

Explanation: All option are Common use cases for data visualization.

10. Which of the following plots are often used for checking randomness in time series?

- A. Autocausation
- B. Autorank
- C. Autocorrelation
- D. None of the above

View Answer

Ans: C

Explanation: If the time series is random, such autocorrelations should be near zero for any and all time-lag separations.

11. Which are pros of data visualization?

- A. It can be accessed quickly by a wider audience.
- B. It can misrepresent information
- C. It can be distracting
- D. None Of the above

View Answer

Ans: A

Explanation: Pros of data visualization: it can be accessed quickly by a wider audience.

12. Which are cons of data visualization?

- A. It conveys a lot of information in a small space.
- B. It makes your report more visually appealing.
- C. visual data is distorted or excessively used.
- D. None Of the above

View Answer

Ans: C

Explanation: It can be distracting: if the visual data is distorted or excessively used.

13. Which of the intricate techniques is not used for data visualization?

- A. Bullet Graphs
- B. Bubble Clouds
- C. Fever Maps
- D. Heat Maps

View Answer

Ans: C

Explanation: Fever Maps is not is not used for data visualization instead of that Fever charts is used.

14. Which one of the following is most basic and commonly used techniques?

- A. Line charts
- B. Scatter plots
- C. Population pyramids
- D. Area charts

View Answer

Ans: A

Explanation: Line charts. This is one of the most basic and common techniques used. Line charts display how variables can change over time.

15. Which is used to query and edit graphical settings?

- A. anova()
- B. par()
- C. plot()
- D. cum()

View Answer

Ans: B

Explanation: par() is used to query and edit graphical settings.

16. Which of the following method make vector of repeated values?

- A. rep()
- B. data()
- C. view()
- D. read()

View Answer

Ans : B

Explanation: data() load (often into a data.frame) built-in dataset.

17. Who calls the lower level functionslm.fit?

- A. lm()
- B. col.max
- C. par
- D. histo

View Answer

Ans: A

Explanation: Im calls the lower level functions Im.fit.

18. Which of the following lists names of variables in a data.frame?
A. par() B. names() C. barchart() D. quantile() View Answer Ans : D
Explanation: names function is used to associate name with the value in the vector.
19. Which of the following statement is true?
 A. Scientific visualization, sometimes referred to in shorthand as SciVis B. Healthcare professionals frequently use choropleth maps to visualize important health data. C. Candlestick charts are used as trading tools and help finance professionals analyze price movements over time D. All of the above View Answer Ans: D
Explanation: All option are correct.
20is used for density plots?
A. par B. Im C. kde D. C View Answer Ans: C
Explanation: kde is used for density plots.
 Which of the following method make vector of repeated values? rep() data() view() read() View Answer

Answer: b

Explanation: data() load (often into a data.frame) built-in dataset.

- 2. Which of the following finds the position of a quantile in a dataset?
- a) quantile()
- b) barplot()
- c) barchart()
- d) rep()

View Answer

Answer: a

Explanation: barplot() produces a bar graph.

- 3. Which of the following function cross-tabulate tables using formulas?
- a) table
- b) stem
- c) xtabs
- d) read

View Answer

Answer: d

Explanation: table() list all values of a variable with frequencies.

- 4. Which of the following groups find the correlation matrix?
- a) factor.model
- b) col.max(x)
- c) stem
- d) which.max(x)

View Answer

Answer: a

Explanation: factor.congruence is used to find the factor congruence coefficients.

- 5. which of the following statement make a mosaic plot?
- a) histogram()
- b) mosaicplot()
- c) bar()
- d) which.max(x)

View Answer

Answer: b

Explanation: histogram() is lattice command for producing a histogram.

- 6. Which of the following compute proportions from a contingency table?
- a) par()
- b) prop.table()
- c) anova()
- d) mosaicplot()

View Answer

Answer: b

Explanation: par() is used to guery and edit graphical settings.

7. Which of the following is lattice command for producing a scatterplot? a) plot() b) lm() c) xyplot() d) anova() View Answer Answer: c Explanation: plot() produces a scatterplot.
8. Which of the following builds empirical cumulative distribution function? a) ecdf() b) cum c) cumsum d) lm() View Answer Answer: a Explanation: cumsum() is used to produce running total of values for input vector.
9. Which of the following is used to view dataset in a spreadsheet-type format? a) Disp() b) View() c) Seq() d) Im() View Answer Answer: b Explanation: seq() make arithmetic progression vector.
10function carries out a chi-square test. a) chisq.test() b) t.test() c) prop.test() d) fisher.test() View Answer Answer: a Explanation: prop.test() is used to inference for 1 proportion using normal approx.
1. Which of the following adds marginal sums to an existing table? a) par() b) prop.table() c) addmargins() d) quantile() View Answer Answer: b Explanation: prop.table() computes proportions from a contingency table.
2. Which of the following lists names of variables in a data.frame? a) quantile()

- b) names()
- c) barchart()
- d) par()

View Answer

Answer: a

Explanation: names function is used to associate name with the value in the vector.

- 3. Which of the following is tool for chi-square distributions?
- a) pchisq()
- b) chisq()
- c) pnorm
- d) barchart()

View Answer

Answer: c

Explanation: pnorm() is tool for normal distributions.

- 4. Which of the following groups values of a variable into larger bins?
- a) cut
- b) col.max(x)
- c) stem
- d) which.max(x)

View Answer

Answer: a

Explanation: stem() is used to make a stemplot.

- 5. Which of the following determine the least-squares regression line?
- a) histo()
- b) Im
- c) barlm()
- d) col.max(x)

View Answer

Answer: b

Explanation: Im calls the lower level functions Im.fit.

- 6. Which of the following is tool for checking normality?
- a) qqline()
- b) qline()
- c) anova()
- d) lm()

View Answer

Answer: a

Explanation: gqnorm is another tool for checking normality.

- 7. Which of the following is lattice command for producing boxplots?
- a) plot()
- b) bwplot()
- c) xyplot()
- d) barlm()

View Answer

Answer: b Explanation: The function bwplot() makes box-and-whisker plots for numerical variables.
8. Which of the following compute analysis of variance table for fitted model? a) ecdf() b) cum() c) anova() d) bwplot() View Answer Answer: c Explanation: ecdf() builds empirical cumulative distribution function.
9. Which of the following is used to find variance of all values? a) var() b) sd() c) mean() d) anova() View Answer Answer: a Explanation: sd() is used to calculate standard deviation.
10.The purpose of fisher.test() istest for contingency table. a) Chisq b) Fisher c) Prop d) Stem View Answer Answer: b Explanation: prop.test() is used to inference for 1 proportion using normal approx.

	Sr.	tment: Computer Engineering Name of subject: Business In		01 (Basics of Data Mining)	Ontion C	Ontion P	A
Unit	No.	Question Which of the following applied on warehouse?	Option A Write only	Option B Read only	Option C Both (a) and (b)	Option D None of these	Ans
	2	The important aspect of the data warehouse environment is that data found within the datawarehouse is	subject-oriented.	time-variant.	integrated.	All of the above.	D
	3	is a subject-oriented, integrated, time-variant, nonvolatile collection of data in support of management decisions.	Data Mining.	Data Warehousing.	Web Mining.	Text Mining.	В
	5	Expansion for DSS in DW is Data can be store, retrive and updated in	Decision Support system. SMTOP	Decision Single System. OLTP	Data Storable System. FTP	Data Support System. OLAP	A B
	6	The time horizon in Data warehouse is usually .	1-2 years.	3-4years.	5-6 years.	5-10 years.	D
	7	describes the data contained in the data warehouse predicts future trends & behaviors, allowing	Relational data.	Operational data.	Metadata.	Informational data	С
	8	business managers to make proactive, knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	В
	9	is the heart of the warehouse.	Data mining database servers.	Data warehouse database serv ers.	Data mart database servers.	Relational data base servers	В
	10	database is the specialized data warehouse defines the structure of the data held in	Oracle.	DBZ.	Informix.	Redbrick	D
	11	operational databases and used byoperational applications is held in the catalog of the warehouse	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	С
	12	database system. maps the core warehouse metadata to business	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	В
	13	concepts, familiar and useful to endusers. consists of formal definitions, such as a COBOL	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	layout or a database schema. consists of information in the enterprise	Classical metadata. Mushy metadata.	Transformation metadata. Differential metadata	Historical metadata. Data warehouse.	Structural metadata. Data mining.	A A
1	16	that is not in classical formdatabases are owned by	Informational.	Operational.	Both informational and operati	Flat.	В
1	17	particular departments or business groups. The star schema is composed of fact table.	One	Two	onal. Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	В
	19	The key used in operational environment may not have an element of	Time	Cost	Frequency	Quality	A
	20 21	Data can be updated in environment. Record cannot be updated in	Data warehouse OLTP	Data mining Files	Operational RDBMS	Informational Data Warehouse	C D
}	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	С
	23		Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	the target class data objects against the general features of	Data Characterization	Data Classification	Data discrimination	Data selection	С
	25	objects from one or multiple contrasting classes. Strategic value of data mining is	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	С
	26	is the process of finding a model that describes and distinguishes data classes or concepts. The various aspects of data mining methodologies is/are	Data Characterization	Data Classification	Data discrimination	Data selection	В
	27		i, ii and iv only	ii, iii and iv only	i, ii and iii only	All i, ii, iii and iv	D
	28	The full form of KDD is	Knowledge Database	Knowledge Discovery Database	Knowledge Data House	Knowledge Data Definition	В
	29	The output of KDD is	Data	Information	Query	Useful information	D
	30	i) Data streams ii) Sequence data iii) Networked data iv) Text data v) Spatial data	A) i, ii, iii and v only	B) ii, iii, iv and v only	C) i, iii, iv and v only	D) All i, ii, iii, iv and v	D
	1 2	The problem of finding hidden structure is unlabeled in Task of inferring a model from labeled traning data is	Supervised Learning Supervised Learning	Unsupervised Learning Unsupervised Learning	Reinforcement Learning Reinforcement Learning	None of the above None of the above	B A
	3	Self-organizing maps are an example of Discriminating between and span and ham e-mails is task of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	В
i	5	classification In example of predicting number of babies based on Stork's	True Outcome	False Feature	Attribute	Observation	A A
	6	population size, number of babies is It may be better to avoid the metrix of ROC curve as it can suffer from accuracy paradox.	True	False			В
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	С
	8	Black boxes are	This takes only 2 values. In general, it is 0 and 1 which can be coded in one bit.	The natural environment of a certain species.	Systems that can be used without knowledge of internal operation	None of the above	С
	9	A definition of a concept is if it recognizes all the instamces of a concept	Complete	Consistent	Constant	None of the above	A
	10	The full form of KDD is	Knowledge Database	Knowledge Discovery Database	Knowledge Data House	Knowledge Data Definition	В
	11	The out put of KDD is	Data Complete	Information Consistent	Query Constant	Useful information None of the above	D B
		under a concept	-		A subject oriented integrated		
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	time variant non volatile collection of data in support of management	None of the above	A
	14	Data independence means	Data is defined separately and not included in program	the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and (c)	D
2	15 16	E-R model uses this symbol to represent it's weak entity set. SET concept is used in	Dotted Rectangle Network Model	Diamond Heirarchical Model	Doubly outlined rectangle Relational Model	None of the above None of the above	C D
	17 18	Relational algebra is Key to represent relationships between tables is called	Data Definition Language Primary Key	Meta Language Secondary Key	Procedural Query Language Foreign Key	None of the above None of the above	C
	19	produces the relation that has attributes of Ri and R2	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities? In a relation	Group Ordering of rows is	Table No two rows are identical	Attributes Both (a) and (b)	Switchboards None of the above	C C
	۷.1	a composi	immaterial	Operations on a DB to	Dom (a) and (b)	1. One of the above	
	22	Cluster is	Group of similar objects that differ significantly with other objects	transform or simplify data in order to prepare it for ML algorithm	Symbolic representation of facts and ideas	None of the above	A
	23	Biotope are	This takes only 2 values. In general, it is 0 and 1 which can be coded in one bit.	The natural environment of a certain species.	Systems that can be used without knowledge of internal operation	None of the above	В
	24	Classification accuracy is	A subdivision of set of exapmles into number of classes	Measure of the accuracy of the classification of a concept that is given by a certain theory	The task of assigning a classification to a set of examples	None of the above	В
	25	Binary attributes are	This takes only 2 values. In general, it is 0 and 1 which can be coded in one bit.	The natural environment of a certain species.	Systems that can be used without knowledge of internal operation	None of the above	A
	26	Classification is	A subdivision of set of exapmles into number of classes	Measure of the accuracy of the classification of a concept that is given by a certain theory	The task of assigning a classification to a set of examples	None of the above	A

	Data Mining?	nctionality	Vendor Consideration	Compatibility	All of the above	1
1	What were the two main streams of research that led to the evolution and development of the concept of Decision Support Systems?	Theoretical studies of organizational decisionmaking and technical work on interactive computer systems.	Theoretical studies of organizational behavior and technical work on relational data bases.	Empirical studies of graphical displays and technical work on artificial intelligence.	NA	
2	What should be a major characteristic of a DSS? In which of Steven Alter's categories of DSS would you place to	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	
	data warehouses?	systems. There is limited support for	Accounting and financial models The Web is where the DSS	Data analysis systems. The quality and value of DSS-	Suggestion models.	
4	What would one conclude after visiting DSS-related sites on I the World-Wide Web?	SS researchers and practitioners on the World- Wide Web.	research and development action is occurring.	related Web sites is outstanding.	NA	
5	What is a data warehouse?	A database application that searches for hidden patterns in	A database designed to support decision making in organizations. It is batch	An interactive computer based system which helps decision makers utilize data and	NA	
		a data base.	updated and structured for rapid on-line queries and managerial summaries.	models to identify and solve problems and make decisions.		
6	What general type of DSS would include file drawer systems, data warehouses, on-line analytical processing (OLAP) systems, and Executive Information Systems?	Communications-Driven DSS		Document-Driven DSS	Knowledge-Driven DSS	
7	What is the most important component of a Décision Support a System?	design.	Database	Mathematical models and analytical tools	User interface.	Ī
8	Information has three dimensions. There are According to your textbook, the Decision support systems use	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value A decision maker's own	
	all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	insights and judgments	
10 11	three- dimensional graphical forms such as charts, graphs, and maps Decision support system involves all of the following types of		Data Analysis systems	Database Management	Data visualization systems	
	analytical modeling activities except?	what-if analysis	Heuristics Testical decision	Goal-seeking analysis	optimization analysis	
12	Decision at the operational level tend to be more: The part of a DSS that gives the DSS its analytical	Programmed decision System software	Tactical decision Spread sheet	Unstructured decision Query langauage	Semi-structured desicision Decision models.	ļ
SII	capabilities apport the decision-making needs of strategic	-3				1
14 50	Most DSS analyses are performed numerically with models.	Management support systems		Knowledge management system.	all the above	
16	A user, systems software, a database, and a set of decision	mathematical	mental	iconic	analog	ſ
	models form a(n): ameasure of the use of inputs to achieve outputs doing the thing right.	MIS	DSS	ESS	TPS	Ť
	continues to make inroads in improving	effectiveness	efficiency	increased productivity	All of the above	t
18 19	DSS. Continues to make inroads in improving The user interface sub-system is managed by software called	Artificial intelligence MBMS	DBMS	CRM DSS	SCM UIMS	\dagger
20	the . may also apply when simplifying assumptions	Sub-optimization	optimization	opyimizer	none of the above	+
21	are used in modeling a specific problem. is probably the most common descriptive modeling	Simulation	Scenario	Problem classification	Problem solving	+
	methodanalysis is used to determine the robustness of any				_	+
22	given alternative; slight changes in the parameters should ideally lead to slight or no changes in the alternative chosen.	Sensitivity analysis	Goal seeking	Simulation	What-if analysis	+
23	models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	+
24	models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	1
25	are analogous to data marts	Model marts	Model database	Model repository	Model warehouses	
-26-	There are types of DSS agent.	four	three	five	two	ł
27	What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem Physical model	Unstructured problem narrative model	Semi-Structured problem Mathematical Model	All of the above graphical model	
			Problem	Decision making		
29	The most popular type of model is: Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple.	Problem solving	riobieni		Decision	
30	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is	Problem solving Intelligence	Choice	Review	Decision Evaluation	
	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem?	-	Choice Ways of sampling	Review Measures of control tendency		
30	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is	Intelligence Measures of deviation Searching again and again	Choice Ways of sampling Finding solution to any problem	Review Measures of control tendency Working in a scientific way to search for truth of any problem	Evaluation None of the above None of the above	
30	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are:	Intelligence Measures of deviation Searching again and again	Choice Ways of sampling Finding solution to any problem Survey of related literature	Review Measures of control tendency Working in a scientific way to search for truth of any	Evaluation None of the above None of the above Searching for solutions to the problem	
30 1 2 3	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on	Measures of deviation Searching again and again searching sources of information to locate problem. Reliability	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability	Review Measures of control tendency Working in a scientific way to search for truth of any problem Identification of problem Objectivity	Evaluation None of the above None of the above Searching for solutions to the	
30	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means A reasoning where we start with certain particular statements and conclude with a universal statement is called	Intelligence Measures of deviation Searching again and again carching sources of information to locate problem.	Choice Ways of sampling Finding solution to any problem Survey of related literature	Review Measures of control tendency. Working in a scientific way to search for truth of any problem Identification of problem	Evaluation None of the above None of the above Searching for solutions to the problem All of the above	
30 1 2 3 4 5	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means	Measures of deviation Searching again and again Searching sources of information to locate problem. Reliability A longitudinal research	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability An applied research	Measures of control tendency Working in a scientific way to search for truth of any problem Identification of problem Objectivity A research initiated to solve an immediate problem	Evaluation None of the above None of the above Searching for solutions to the problem All of the above A research with socioeconomic objective	
30 1 2 3 4 5 6 7	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means A reasoning where we start with certain particular statements and conclude with a universal statement is called Which of the following variables cannot be expressed in quantitative terms? The essential qualities of a researcher are	Intelligence Measures of deviation Searching again and again Searching sources of information to locate problem. Reliability A longitudinal research Deductive Reasoning	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability An applied research Inductive Reasoning Marital Status Reliance on observation and	Review Measures of control tendency Working in a scientific way to search for truth of any problem Identification of problem Objectivity A research initiated to solve an immediate problem Abnormal Reasoning Numerical Aptitude Systematization or theorizing	Evaluation None of the above None of the above Searching for solutions to the problem All of the above A research with socioeconomic objective Transcendental Reasoning	
30 1 2 3 4 5 6 7	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means A reasoning where we start with certain particular statements and conclude with a universal statement is called Which of the following variables cannot be expressed in quantitative terms? The essential qualities of a researcher are in the process of conducting research 'Formulation of Hypothesis' is followed by	Intelligence Measures of deviation Searching again and again searching sources of information to locate problem. Reliability A longitudinal research Deductive Reasoning Socio-economic Status Spirit of free enquiry	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability An applied research Inductive Reasoning Marital Status Reliance on observation and evidence	Review Measures of control tendency Working in a scientific way to search for truth of any problem Identification of problem Objectivity A research initiated to solve an immediate problem Abnormal Reasoning Numerical Aptitude Systematization or theorizing of knowledge	Evaluation None of the above None of the above Searching for solutions to the problem All of the above A research with socioeconomic objective Transcendental Reasoning Professional Attitude All the above	
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30 1 2 3 4 5 6 7 8 9 10 11 12	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means A reasoning where we start with certain particular statements and conclude with a universal statement is called Which of the following variables cannot be expressed in quantitative terms? The essential qualities of a researcher are In the process of conducting research 'Formulation of Hypothesis' is followed by A research paper is a brief report of research work based on One of the following is not an open source software:	Intelligence Measures of deviation Searching again and again Searching sources of information to locate problem. Reliability A longitudinal research Deductive Reasoning Socio-economic Status Spirit of free enquiry Statement of Objectives Primary Data only	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability An applied research Inductive Reasoning Marital Status Reliance on observation and evidence	Review Measures of control tendency Working in a scientific way to search for truth of any problem Identification of problem Objectivity A research initiated to solve an immediate problem Abnormal Reasoning Numerical Aptitude Systematization or theorizing of knowledge Selection of Research Tools Both Primary and Secondary Data	Evaluation None of the above None of the above Searching for solutions to the problem All of the above A research with socioeconomic objective Transcendental Reasoning Professional Attitude All the above	
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30 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15Is	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means A reasoning where we start with certain particular statements and conclude with a universal statement is called Which of the following variables cannot be expressed in quantitative terms? The essential qualities of a researcher are In the process of conducting research 'Formulation of Hypothesis' is followed by A research paper is a brief report of research work based on One of the following is not an open source software: Classification of all types of libraries has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of	Intelligence Measures of deviation Searching again and again Searching sources of information to locate problem. Reliability A longitudinal research Deductive Reasoning Socio-economic Status Spirit of free enquiry Statement of Objectives Primary Data only DSpace IFLA Extension service	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability An applied research Inductive Reasoning Marital Status Reliance on observation and evidence Analysis of Data Secondary Data only Windows UNISIST Service of a public library	Review Measures of control tendency. Working in a scientific way to search for truth of any problem Identification of problem Objectivity A research initiated to solve an immediate problem Abnormal Reasoning Numerical Aptitude Systematization or theorizing of knowledge Selection of Research Tools Both Primary and Secondary Data Green-stone UNESCO. Both	Evaluation None of the above None of the above Searching for solutions to the problem All of the above A research with socioeconomic objective Transcendental Reasoning Professional Attitude All the above Collection of Data None of the above Linux INSDOC none of the above	
30 1 2 3 4 5 6 7 8 9 10 11 12 13 14 151s 16	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means A reasoning where we start with certain particular statements and conclude with a universal statement is called Which of the following variables cannot be expressed in quantitative terms? The essential qualities of a researcher are In the process of conducting research 'Formulation of Hypothesis' is followed by A research paper is a brief report of research work based on One of the following is not an open source software: Classification of all types of libranes has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of Informal self education is possible in what kind of library?	Intelligence Measures of deviation Searching again and again searching sources of information to locate problem. Reliability A longitudinal research Deductive Reasoning Socio-economic Status Spirit of free enquiry Statement of Objectives Primary Data only DSpace IFLA Extension service National Library Books	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability An applied research Inductive Reasoning Marital Status Reliance on observation and evidence Analysis of Data Secondary Data only Windows UNISIST Service of a public library Public Library Computers	Review Measures of control tendency Working in a scientific way to search for truth of any problem Identification of problem Objectivity A research initiated to solve an immediate problem Abnormal Reasoning Numerical Aptitude Systematization or theorizing of knowledge Selection of Research Tools Both Primary and Secondary Data Green-stone UNESCO Both Specific Library CD-ROM	Evaluation None of the above None of the above Searching for solutions to the problem All of the above A research with socioeconomic objective Transcendental Reasoning Professional Attitude All the above Collection of Data None of the above Linux INSDOC none of the above College Library None of the above	
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30 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Iss 16 17 18 19 20 21 22	Which term represents a selected course of action, and recognizes that usually it is necessary to make multiple decisions in the process of solving a single problem? According to Simon, which problem-solving activity is defined as assessing past choices? Mean, Median and Mode are: Research is Which of the following is the first step in starting the research process? A common test in research demands much priority on Action research means A reasoning where we start with certain particular statements and conclude with a universal statement is called Which of the following variables cannot be expressed in quantitative terms? The essential qualities of a researcher are In the process of conducting research 'Formulation of Hypothesis' is followed by A research paper is a brief report of research work based on One of the following is not an open source software: Classification of all types of libraires has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of Informal self education is possible in what kind of library? a process of information Feedback mechanism is a part of which service? What is the collection of terms or records in MARC called? What is Bibliometry? Microchip was invented by Information is	Intelligence Measures of deviation Searching again and again earching sources of information to locate problem. Reliability A longitudinal research Deductive Reasoning Socio-economic Status Spirit of free enquiry Statement of Objectives Primary Data only DSpace IFLA Extension service National Library Books Reprography System Function of Library Network Microsoft	Choice Ways of sampling Finding solution to any problem Survey of related literature Useability An applied research Inductive Reasoning Marital Status Reliance on observation and evidence Analysis of Data Secondary Data only Windows UNISIST Service of a public library Public Library Computers CAS Network Information Management Service IBM	Review Measures of control tendency Working in a scientific way to search for truth of any problem Identification of problem Objectivity A research initiated to solve an immediate problem Abnormal Reasoning Numerical Aptitude Systematization or theorizing of knowledge Selection of Research Tools Both Primary and Secondary Data Green-stone UNESCO Both Specific Library CD-ROM Translation service Website Information Management Tool DELL	Evaluation None of the above None of the above Searching for solutions to the problem All of the above A research with socioeconomic objective Transcendental Reasoning Professional Attitude All the above Collection of Data None of the above Linux INSDOC none of the above College Library None of the above SDI Database Library Service Intel	
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1	28	Mark the 'odd one out':	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	В
	29	Shelf list facilitates	Classification	Weeding out	Stock verification	Documentation	C
	30	Questionnaire is a :	Research method	Measurement technique	Tool for data collection	Data analysis technique	С
4	31	A periodical evaluation of an employee is done through	Job rotation	Performance appraisal	Refresher course	Work guide	В
	32	"Controlled Group" is a term used in	Survey research	Historical research	Experimental research	Descriptive research	C
	33	Inductive logic proceeds from :	General to General	Particular to General	General to Particular	Particular to Particular	В
	34	The oldest and the largest Library Association in the world is	ALA	LA	IFLA	IASLIC	A
	35	Protocol means	Interchange of data between two devices	Interchange of data between two computers	Linkage between two computers	Linkage between two devices	D
		The "curse of dimensionality" relates to which problem of using operational data for BI reporting?	Dirty data	Inconsistent data	Too much data	Non-integrated data	C
	37	Business Intelligence (BI) systems do not obtain their data by which of the following means?	Read and process data from an operational database	Process transactions	Process extracts from operational databases	Process data purchased from data vendors	В
	38	Which of the following are not done by Business Intelligence (BI) systems?	Analyze past and current activities only	Process and record transactions only	Both of the above are correct.	Neither of the above is correct.	В
		A report generated by a reporting system is delivered to the appropriate users via a user-accessed Web site. This system uses which of the following report modes?	Pull	Push	RFM	OLAP	A
	40	The "F" in RFM analysis stands for .	fast food	freshness	frequently	fantasy	С
	41	We have Market Basket data for 1,000 rental transactions at a Video Store. There are for videos for rent Video A, Video B, Video C and Video D. The probability that both Video C and Video D are rented at the same time is known as	the basic probability	support	lift	confidence	В
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparatio n programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	С
	43	We have been given access to the company's operational data, and have been asked to produce a report. We discover that some of the data we need are in an SQL server database while other needed data are in a separate Oracle database. This is an example of	dirty data	a "wrong format" problem	inconsistent data	non-integrated data	D
	44	The reports generated by a reporting system are usually not delivered in which of the following media?	Web portal	Commercial courier service	Digital dashboard	E-Mail	В
	45	Data mining applications are used accomplish which of the following tasks?	Process transactions only	Do RFM analysis only	Do what-if analysis only	Do both RFM and what-if analysis	C
		In OLAP, we are interested in .	levels only	dimensions only	measures only	measures and dimensions	D
	47	We have Market Basket data for 1,000 rental transactions at a Video Store. There are four videos for rent Video A, Video B, Video C and Video D. The probability that Video D will be rented given that Video C has been rented is known as	the basic probability	support	lift	confidence	D
	48	We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary	Has ordered recently, orders frequently, and places a large order when she orders.	Hasn't ordered recently, orders infrequently, but places a large order when she orders.		Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	С
		One popular classification technique in Business Intelligence (BI) reporting is	cluster analysis only	RFM analysis only	regression analysis only	both cluster analysis and regression analysis	В
	50	Which of the following is not a reason that operational data are difficult to read?	Non-duplicated data	Dirty data	Missing values	Non-integrated data	A

UNIT I: Basics of Data Mining

1.	What is	s not the part of BI Cycle?
	a.	Measurement
	/ 6.	Data Collection
	c.	Insight
	d.	Analysis
2.	Which	of the following are direct benefits of Business Intelligence?
	Í.	Decision making
	b.	Delivers data mining functionality
	c.	Artificial intelligence
	d.	All of the above
3.	Often,	Where do the BI applications gather data from?
	a.	Data warehouse
	b.	Data mart
	VC.	Both a and b
	d.	Database
4.	Which	of the following are benefits or use of BI?
	a.	With BI, firms can identify their most profitable customers
	b.	Quickly detect warranty-reported problems to minimize the impact of
	c.	Data mining
	d.	Both a and b
5.	Which	of the following BI technique can predict value for a specific data item attribute?
	a.	Predictive modeling
	b.	Modeling
	c.	Predictive value
	d.	Association
6	in BI	allows huge data and reports to be read in a single graphical interface
a.	Reports	S
b.	OLAP	
L.	Dashbo	pard
d.	Wareho	ouse
7. Wha	nt is Data	a-Based Knowledge
√ 1.		edge derived from data through the use of Business Intelligence Tools and the process of Varehousing

b. Knowledge derived from data through the use of Business Intelligence Tools

c. d.	Knowledge derived from data only Both a and c
8. All t	ousiness intelligence applications require a data warehouse.
a. y .	True False
9. Info	rmation is
U b. c.	Unprocessed data Processed data Facts None of the above
10. Wh	at is the correct sequence?
a.b.c.d.	Information -> Knowledge -> Data Knowledge -> Data -> Information Data -> Information -> Knowledge None of the Above
11. Wh	nich OLAP feature can breakdown sales by city
c.	Roll up Drill down Dynamic calculation pivot
	nich of the following is a logical collection of data gathered from many databases and used to create as intelligence?
a. b. c.	Competitive Intelligence System External Intelligence System Artificial Intelligence Data Warehouse
13	_is a system where operations like data extraction, transformation and loading operations are ed.
a. b. c. d.	Data Integration ETL Data Staging None of the above

14. What is a subset of a data-warehouse?				
a. Data storeroom Data mart				
c. Database				
d. Data set				
15. What is the main benefit of business intelligence				
a. Applicable for every part of Organization				
b. Quick answer to problem				
c. Find cause to problem				
All of the above				
16. Which of the following is supported by data warehouse				
a. Data cube				
b. OLTP				
c. OLAP				
d. All of the Above				
17. Which is a component of a BI system?				
a. Data warehouse				
b. Database				
c. Artificial Intelligence				
d. None of the Above				
18. What is the full form of ETL				
a. Empty, Transpose, Load				
b. Extract, Transform, Load				
c. Extract, Transpose, Leverage				
d. None of the above				
19. Which of the following represents the Decision process of a company?				

b. Interval-basedc. Once a Yeard. None of the above

20. Wł	nich of the following is not a User Interface component?
a.	Browser
b.	Portal
c.	Dashboard
d.	Text File
21. Wł	nich of the following users handle the data warehouse environment?
1	Technical Staff
v _{b.}	Business Users
c.	Managers/executives
d.	None
22. Wł	nat are dashboards used for?
a.	Storing data
UK.	Visualizing critical data for executives
c.	Handle queries and perform operations on data warehouses
d.	None of the Above
23. Wł	nich of the following is/are characteristics of information?
a.	Improve representation of data
b.	Reduces uncertainty
c.	Aids in decision making
d.	All of the above
24. W	hat is the full form of BPM?
a.	Business Planning Monitoring
b.	Business Planning Mentoring
c.	Business Performance Management
d.	Business Performance Monitoring

25. What is the role of BPM?

- a. Monitoring Performance
- b. Analyzing Performance
- c. Both a and b
- d. None of the above

26. What are features of SAP NetWeaver?

- a. ability to pull reports from various sources
- b. visualization tools to make graphics & statistics easier to understand
- c. performance indicators and collaborators insights
- all of above
- 27. which of the following is **not** true about sap NetWeaver
 - a. it provides full featured tool to market the product on internet and handle sales effectively
 - b. This satisfy needs of managers, engineers and it specialist working in the field of business intelligence
 - c. NetWeaver provides visualization tools to make graphics on statistical data and performance indicators
 - d. both b & c
- 28. Which of the following is not true about microsoft sharepoint
 - a. It incorporate all necessary features and tools for reporting
 - b. it provides integration with data stored in SQL servers
 - c. Sharepoint provides Collaboration between teams using addons and apps
 - d. None of the above
- 29. What are new BI opportunities?
 - a. sharing and collecting ideas
 - b. evaluation of alternatives
 - c. prediction of costs and revenue
 - d. all of above
- 30. Which of the following is a data cleansing process
 - a. Summarizing data
 - b. Checking referential Integrity
 - c. Building Dimensions
 - d. Extracting only valid data
- 31. Which of the metadata approaches helps in integration with multi-vendor tools along with flexibility?
 - a. Centralized or repository approach
 - b. Decentralized API Approach
 - c. Centralized API Approach
 - d. Decentralized or Interchange approach

	c.	Measurement -> Action -> Insight -> Analysis
	d.	None of the above
33.	W	hich of the following is not an enabling factor in business intelligence projects?
	a.	Technologies
	b.	Analytics
	c.	Security
	d.	Human Resources
2.4	Б.	
34.		livering a successful business intelligence implementation can be transformational
	a.	false \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
	b.	Talse
35.	Wł	ny all or nothing approach in enterprise software projects not needed?
	a.	It leads to high costs
	b.	the time required for such projects is long and by the completion time user requirements change
	c.	unwieldy user requirements
	d.	all of above
	-	
36.	wh	y it is necessary to ensure that BI solution is easy to use
	a.	It enables self-serve model which reduces interdepartmental dependencies
	b.	it reduces technical terms and ensures that user is comfortable
	c.	Having glossary of fields and terms makes the tool easy to understand
	d.	all of the above
37.	wh	ich of the following are critical success factors in ensuring BI implementation successful
	a.	Performance is key
	b.	Having functionality for every type of business
	c.	Using latest technology even if performance is compromised
	d.	both a and b
20	***	
38.		hich of the following are present in successful BI project under culture and politics?
	a.	Fragmented culture
	b.	Financial culture
	C.	Traditional IT culture
	d.	All of these

32. What is the correct flow of BI Cycle?

a. Analysis -> Insight -> Action -> Measurementb. Insight -> Measurement -> Action -> Analysis

39. There are how many obstacles to get the business intelligence right?
a. 2
₩ . 3
c. 4
d. 1
40. Which of the following is not among the three problem areas that you must tackle for a successful
business intelligence implementation.
a. User resistance
b. Feeling replaced
c. User acceptance
d. Failing to deliver
41. Which obstacle correctly suits the statement "Organizations may use business intelligence for
analysis, but fail to use it for taking action."
a. Failing to deliver
b. Feeling replaced
c. User resistance
d. None of these
42. The BI systems are derived from the
a. Decision support systems
b. Operational information systems
c. Both i and 11
d. None of these
43. State true or false:
"Business Intelligence projects typically go beyond the boundaries of departments, processes and ever business units; contain a mix of strategy, business operations and technology and are often highly political."
a. True b. False
44. Which phrase correctly suits the 'Island Culture'?
a. Operates individually
b. Own methods of measurement
c. Both i and ii
d. None of these

45. State true or false

d. all of above

to acce	gers, who make decisions purely based on gut feeling and not based on facts, often find it difficult ept the new reality that Business Intelligence represents." True False
46. Ho	w does BI enables up-selling and cross selling opportunities
a.	By using customer data to improvise traditional data
b.	Using sells personnel data to find potential clients
c.	both a & b
d.	None of the above
47. If v	we have large amounts of data at our disposal but we do not know the meaning then its called:
a.	Data with context
b.	Data without context
c.	Meaningful data
d.	None of these
	an organization does not register the signals that are important for effective business operations,
then th	e senses of that organization
a.	Works correctly
b.	Works systematically
c.	Malfunctions
d.	All of these
	ck of experience, selecting the wrong advisors, developing and applying an architecture that does
	comes under which type of risk? User risks
a.	
b.	Managerial risks Both i and ii
c.	
	Organizational risks
50. Ho	w does BI benefit businesses?
a.	With help of reports on business metrics, dashboards
b.	enables businesses to look into market trends

c. Helps in gaining better understanding from past, present and future

UNIT II: Knowledge Delivery

1.) Which o	of this is not a part of BI?
a.	Improve decision making
b.	None of the Above
c.	Helps to understand business
d.	Enable real time analysis
2.) What is	one of the most alluring(attracting) aspects of BI?
	A Graphic Visualization
	B Customer interaction
	C Design systems
	D Programming
3.) Definition	on of a power user?
	A constitute a lot of experience
	B A wise person
	C Who use complex tools
	D All of the above
4.) Which u	user uses raw data for drilling down in Ad hoc queries?
,	A Power users
	B Business users
	C It users
	D Casual users
5.) Do Busi	ness users user desktop utility tools?
	A NO
·	YES
6.) Which u	aser represent more than one are of the business?
	A Power users
	B Business users
	C IT users
	D Casual users
7.) Which u	user collects the data from the industry?
	A Power users
	B Business users
	C Data aggregators or information provider
	D Casual users
8.) Which u	user consists of external customers or partners?
	A Extended enterprise users
	B Business users

	D Operational analytic	cal users
9.) What so	o operational analytical	users rely on?
	A External Party	
	B Rolled up metrics	
	C Development aspec	ts
•	Results of the analy	tics
10.)What s	should a reporting system	n have?
	A Data	
	B Navigation portal	
	C Customers	
	D Analysis	•
11.)Which	option is more powerfu	l in Ad hoc quey?
	A First	
	B second	
		\checkmark
12.)How m	nany types of reporting?	
	A One	
	B Two	
	C Three	
	D Four	
13.)Which	scenario is the paramet	erized approach beneficial?
	A Operational scenari	os 🖊
	B Business scenario	
	C It scenario	
	D casual scenario	
14.)What d	loes parameterized appr	oach provide?
	A Customers	-
	B Operations	
•	Self service BI	
·	D services	
15.)What to	echniques should be use	ed more?
•	A Visualization	
`	B Text	
	C Documents	
	D Verbal	

C It users

16.)What does self service BI eliminate? A Customers	
B Managers	
C It bottleneck	
D Nothing	
Divolinig	
17.) Who is responsible for developing reports?	
A HR	
IT department	
C CEO	
D Board member	
18.) What adds a layer on top of the pivot table?	
A ROLAP	
J OLAP	
C none	
D both	
19.) What question irritate the marketing manager?	
A ALL	
B 3 D question	
C 2 D question	
1 D question	
20.)Multidimensional model can be viewed as?	
▲ CUBE	
B Circle	
C Hexagon	
D Triangle	
21.) Which is not a data visualization technique?	
A Chart	
B Graph	
C Widgets	
Text	
Tent	
22.) Which is the most used charts?	
A Histogram	
B Bar chart	
C Pie chart	
D All	

23.) What do charts represent?		
A represent data over a period of time		
B Spread a given point		
C Comparison		
D two entities		
24.) What do Charts represent?		
A represent data over a period of time		
Bentity		
C Comparison		
spread at a given point of time		
25.)What do BI widgets deliver?		
A Customization		
B charts		
C graphs		
D All of the above		
26.)What is BI widget?		
A Application that delivers information		
B entity		
C Comparison		
D spread at a given point of time		
27.)Commonly used metrics in single secure view?		
A Search		
B Organize		
C View		
D All of the above		
28.) What is the performance management tool?		
A Scorecards		
B Dashboard		
C Graph		
D Histogram		
29.) What is the approach for the scorecard?		
A None		
B Side		
C Bottom up		
D Top down		

30.) What is the essential component of the balanced scorecard methodology?
A Balanced scorecard
B Credit Scorecard
C Performance scorecard
D All
31.)Which scorecard is used independently?
A Balanced scorecard
B Credit Scorecard
C Performance scorecard
D All
32.)What does a dashboard include?
A meters
B gauges
Clights
All
33.)Who are the vendors of the BI dashboards?
A Oracle
B Microsoft
C None
All
34.)What displays the progress over period of time?
A scorecard
B Dashboard
C None
D All
35.)What displays the current status?
A scorecard
A scorecard Dashboard
C None
D All
D'All
36.)Combination of the dashboard and scorecard is called?
A Balanced scorecard
B Credit Scorecard
C Scoreboard
D All

37.) What product of microsoft is used for visualization?
A Outlook
B Word
Excel
D All
38.)Use of visualization spreadsheets?
A Collecting
B Analyze
C Summary
All ·
39.)GIS is fully interactive?
A True
B False
40.) Which is application of DIS?
A Emergency vehicle dispatch
B Transit management
C Wildlife management
All
41.) Which company has the following GIS application:" Directs drivers to destinations"?
A Pepsi
B Toyota
C Western auto
D All
42.) What is one of the best functions in GIS?
A Drag Drop
B Arrangement
C Draping
D Customization
43.)Is zoom a function of GIS?
True
B False
44.) Which company has the following GIS application: Manages leased property in a lot of places"?
A Pepsi
Consolidated Rail corporation
C Western auto
D All

45.)What p	rovides the most aid in	decision making
	A Scores	
	B Charts	
	C GIS	
	D All	
46.)Is GIS	more useful than tradition	onal paper maps
	A True	
	B False	
47.)What q	uestion is this "How mu	ich revenue in the last quarter?"
	A 1 D	
	B 2 D	
	C 3 D	
	D All	
48.)Where	can we easily view the l	BI Content?
	A Personal Dashboard	•
	B Charts	
	C Graphs	
	D All	
49.)Which	are the technologies tha	t support visualization
	A GIS	
	B GUI	
	C VR	
	D All	
50.)What is	s the most attractive cap	ability of GIS?
	A Work	
\	⚠ Visualization of larg	e amounts of data
	C None	
	D All	
51.)Who is	involved withe the deve	elopment of BI?
(IT users	
	B Casual users	
	C Business users	
	D None	
52.)What is	s the goal of knowledge	delivery
(✓ Best way of presenti	ng results
	B Reports	
	C Customer interaction	1
	D All	

UNIT III: Decision Making Concepts

1 Decision m	naking process is based on?
A Va	alues provided to decision maker
B Pro	eferences of decision maker
C Bo	oth A & B
D No	one of the above
2 How many	phases DSS has?
A thi	ree
B for	ur
C fiv	re e
D tw	0
3 Which of the	he following is not a DSS phase?
	telligence
B De	
C M	aintenance
D Im	plementation
_	s problem-solving and Decision making strategies together to enable decision making
true	
false	
•	Steps are there in making effective decision making
a fou	
b sev	·
c five	
d noi	ne of the above
	identifying decision in DSS means?
•	her information to take decision
	check if you should make decision or not
	fine clearly the nature of decision & check if it is necessary to make decision
d nor	ne of the above
7 Consider y decision	ou want to open Food Center in Pune what information will be relevant for you to take
	ne of the restaurant
	ich location will attract more customers.
	od trends in market and cost of menu.
	of the above
u an	UI WIN WANTE

- 8 How should one take decisions from the alternatives:
 - a gather relevant information for decision to be made
 - b find various alternatives based on imagination and information
 - c Evaluate ,assess and weigh the alternatives

d all of the above

- 9 what is true about DSS system
 - a it is an interactive computer based system to help decision makers
 - b it is basic component in development of BI Architecture
 - c It uses communication technologies, data, documents to identify and solve problems

d all of the above

- 10 which of the following is not a part of DSS structure
 - A Data or database management
 - B model management
 - C Employee management
 - D Graphical user interface
- 11 which of the following is type of DSS?
 - A model driven DSS
 - B Data driven DSS
 - C Knowledge driven DSS
 - D all of the above
- 12 Which of the following is not type of DSS
 - A User driven DSS
 - B Data driven DSS
 - C Knowledge driven DSS
 - D Document driven DSS
- 13 What solutions Data driven DSS provides?
 - A data warehousing and analysis systems
 - B Executive Information Systems (EIS)
 - C both A&B
 - D None of the above
- 14 What is data mining?
 - A Data mining is process of sifting through large amount of data to produce data content relationships .
 - B Computational process of discovering patterns in large datasets
 - C both a&B
 - D none of the above

- 15 What is major characteristic of DSS?
 - A Includes spreadsheet model.
 - B Brings together human judgement and computerized information
 - C Support for all managerial level decision
 - D both B & C
- 16 True or False. DSS are based on improvement of the effectiveness of decision rather than efficiency.
 - A True
 - B False
- 17 What general type of DSS would iinclude file drawer systems, data warehouses, on-line analytical processing (OLAP) systems, and Executive Information Systems?
 - A). Communications-Driven DSS
 - B). Data-Driven DSS
 - C). Document-Driven DSS
 - D). Knowledge-Driven DSS
- 18 Which of the following not a DSS feature.
 - A) Effectiveness
 - B) Mathematical Models
 - C) Integration in decision making process
 - D) None of the above.
- 19 Which of the following is true for Model Management?
- A) Model management module provides end uses with a collection of mathematical models derived from operations research, statistics and financial analysis.
- **B**) Model management is driven by collection of knowledge in various forms and communication to make the appropriate decision.
 - C) Model management lets knowledge works use DSS interactively to carry out their analyses.
 - **D**) None of the above.
- 20 What is true about knowledge management?
- A) knowledge management module provides end uses with a collection of mathematical models derived from operations research, statistics and financial analysis.
- \boldsymbol{B})knowledge management is driven by collection of knowledge in various forms and communication to make the appropriate decision.
- C) knowledge management lets knowledge works use DSS interactively to carry out their analyses.
 - D) None of the above.
- 21 What are potential advantages of DSS?
 - A) Increase in number of alternatives or options considered
 - B) Value-added exploitation of the available data
 - C) both A&B

- D) None of the above.
- 22 Main purpose of the planning phase in development of DSS is.
 - A understanding needs and opportunities
 - B Do a feasibility study to address question of why develop a DSS
 - C Both a & b
 - D None of the above.
- 23 What are the questions that needs to be addressed by analysis phase in development of DSS?
 - A What should DSS accomplish?
 - B Who will be using the DSS?
 - C when and How DSS will be used?
 - D All of the above
- 24 which of the following is involved in the Analysis phase in development of DSS?
- A The analysis involves mapping out actual decision processes and imagining what new processes will look like once DSS is in place.
 - B Understanding how to develop DSS and how will it work
 - C Testing and implementation of the DSS system.
 - D None of the above.
- 25 What question is addressed by the design phase of development of DSS?
 - A How will the DSS work?
 - B What will be the use of DSS and who will use the DSS?
 - C Both A&B
 - D None of the above.
- 26 What is involved in design phase in development of DSS?
- A The entire architecture of the system is therefore defined, through the identifica-tion of the hardware technology platforms, the network structure, the softwaretools to develop the applications and the specific database to be used.
- B Finding out overall impact of DSS on organization and monitoring the effects of the new system on overall organization.
 - C Both a&b
 - D None of the above.
- 27 What is included in Implementation phase of DSS?
 - A testing and the actual installation, when the DSS is rolled out and put to work.
 - B Determine the overall impact of the DSS on the organization.
 - C Monitoring the effects of new system using change management techniques.
 - D All of the above.

28 Which is used to reduce the risk of failure?

A Rapid prototyping development

B Monitoring the usage of the DSS system C

Both A&B

D None of the above.

29 What are advantages of Rapid prototyping development:

A Each subsystem can be actually developed more quickly and therefore is more readily available.

B It is possible to verify conformity of the subsystem with intended purpose.

C Test functionality of the system and add or minimize the functions as per the use case.

D All of the above.

30 Why periodic administration and revision of DSS is necessary?

A As it creates opportunity for future investment for the developers.

B It is necessary to support knowledge workers in decision making process in rapidly changing dynamic situations.

C Both A & B

D None of the Above.

31 What are major critical factors involved in success of DSS.

A Integration with various tools and methodologies, individuals and organization process involved in work.

B Involvement of all the knowledge workers in team.

C Reducing project costs by use of prototyping, user friendliness and system testing

D All of the above.

32 In which of the following areas DSS can be used

A To help make decisions on the stock market

B Clinical decision support system for medical diagnosis

C To regularly check the equipment in Production industries.

D All of the above

33 Which of the following are characteristics of DSS

A Support for decision makers in semi-structured and unstructured problems.

B Support for all managerial levels ranging from top executives to line managers.

C Support for interdependent or sequential decision.

D All of the above.

34 What is process flow of development phases of DSS.

A Requirement, analysis, planning, design, implementation, delivery

B Analysis,requirement,planning,design,implementation,delivery

C Requirement, Planning, Analysis, Design, Implementation, Delivery

D Requirement, Analysis, Design, Planning, Implementation, Delivery

35 Which of the following is true?

- A Most of the semi-structured problems are previously solved and contain information about the problems in details.
- B A decision is structured if it is based on a well defined and recurring decision making procedure
- C A decision is said to be unstructured if the three phasesof intelligence, design and choice are also unstructured.

D Both B&C

36 Which of the following provides end users with collection of mathematical models derived from operations research, statistics and financial analysis?

A Model management

- B Data management
- C Interaction
- D Knowledge management
- 37 Which of the following enables knowledge workers to use DSS interactively in order to carry out their analysis.

A Interactions

- B Model Management
- C Knowledge Management
- D Data management
- 38 Which of the following includes a system to contain data required by the decision making process?

A Data management

- B Model Management
- C Knowledge management
- **D** Interactions
- 39 Why does data management module needs to be connected with company data warehouse?
- A Company data warehouse represents the main repository of the data available to develop business intelligence analysis.

B DSS systems are not dependent on company warehouse for data rather the extract data from external sources.

C Both A & B

D None of the above.

40 Why knowledge management module is interconnected with company knowledge management integrated system?

A Company knowledge management system allow decision makers to draw on various forms of collective knowledge.

B After decisions are made knowledge management module of DSS interacts with company knowledge management to add knowledge of decision.

C Both A& B

D None of the above.

41 What are potential advantages in adoption of DSS systems?

A Value-added exploitation of the available data

B Effective development of teamwork

C Greater reliability of the control mechanisms due to increased intelligibility of decision process.

D All of the above.

42Which of the following is true for data management module in DSS?

A Database management system which stores the data from all the resources available.

B Database designed to contain data required by decision making processes to which DSS is addressed.

C Data management module is usually connected with company data warehouse where data is available for business intelligence analysis

D Both B&C.

43 Which of the facilities are available in Data management?

A Extract and manage data and relationships

B Queries and manipulation of data

C Data directory
D All of the above.
44 Consider you are developing DSS in which of the phases you will do feasibility analysis?
A Planning
B Analysis
C Requirements
D None of the above.
45 Consider you are developing DSS in which phase will the architecture of the system will be defined?
A Design
B Analysis
C Implementation
D Planning
46 What helps to extract crucial facts from vast amount of unstructured data transforming it into actionable information that enables companies to make informed strategic decisions.
A Business Intelligence
B Decision support system
C Data mining
D None of the above.
47 Which of the following is not part of Business Intelligence decision making process? A Data extraction
B Analysis and reporting
C Knowledge formation
D None of the above.
48 Which of the following is true for data driven DSS?

A These are primarily involved with data and processing them into information and presenting the information to decision maker.

B Most of the OLAP and reporting analytics software fall in this category.

C Both A & B

D None of the above.

49 Which DSS uses computer, collaboration and communication technologies primarily to support groups in tasks that may or may not include decision making?

A Communication driven DSS

B Data driven DSS

C Both A& B

D Document driven DSS

50 DSS which rely on knowledge coding, analysis, search and retrieval for decision support falls under what category?

A Document driven DSS

B Knowledge Driven DSS

C Communication driven DSS

D All of the above.

- 51 Which of the following is not an application of DSS?
 - A Clinical decision support system for medical diagnosis.
 - B Verification of Documents of candidate appearing for exam.
 - C Automation of delivery tracking system for couriers.

D Engineering firm that has bids on several projects and wants to know if they can be competitive with their costs.

UNIT IV: Data Pre-processing

Q1. How many phases does a de	ata analytics life cycle contain?
i. 4	ii. 3
/ 11.6	iv. 5
Q2. In which phase of the data a challenge?	analytics life cycle, we define the business problem as an analytics
i. Model Planning	ii. Data Discovery
iii. Operationalization	iv. Data Preparation
Q3describes any type another processing procedure.	be of processing performed on raw data to prepare it for
i. Data Modeling	ii. Data Processing
iii. Data Transformation	Data Pre-Processing
Q4. Which task in Data Prepara	tion fills in missing values, smooth's noisy data, removes outliers, and
resolves inconsistencies.	
Data Cleaning	ii. Data Transformation
iii. Data Integration	iv. Data reduction
Q5. Integration of multiple data	bases, data cubes, or files is done in:
i. Data Transformation	ii. Data discretization
iii. Data Cleaning	None of these
OC What is made and his Date	4
Q6. What is performed in Data i. Normalization	
i. Normanzadon ii. Both i and ii	ii. Aggregationiv. None of these
An. Bour I and II	IV. None of these
-	not a form of Data Preprocessing:
i. Data Cleaning	ii. Data Integration
Data Validation	iv. Data Reduction
Q8. State true or false:	
Data discretization is a part of data.	lata reduction but with particular importance, especially for numerical
True	ii. False
Q9. Whose applications use vis	ual tools such as geographical maps, pivot-tables, and heat-maps to mak
the process of finding patterns:	
i. Data Modeling	Data Discovery
iii. Data Integration	iv. None of these
Q10. What are the characteristic	es of dirty data:

i. Incomplete	ii. Noisy
iii. Inconsistent	v. All of the above
Q11. Which of the following ar	e standardization techniques:
i. Decimal Scaling method	ii. Min-Max method
iii. Z-index method	All of these
Q12. Let income range \$12,000	to \$98,000 normalized to [0.0, 1.0]. Then \$73,000 is mapped to(use min-
max normalization):	
4. 0.716	ii. 0.512
iii. 0.235	iv. 0.872
Q13. State true or false:	
Data cleansing differs from data	a validation in that validation almost invariably means data is rejected
•	performed at entry time, rather than on batches of data.
True	ii. False
Q14involves combining	data residing in different sources and providing users with a unified view
of these data.	
i. Data Discretization	ii. Data Integration
iii. Data Reduction	iv. None of these
Q15. Which of the following ar	e Data Integration tools:
i. Alteryx	ii. Analytics Canvas
iii. Rapid Miner Studio	V. All of these
Q16. Which of the following do	pes not come in the three main criteria to determine whether a data
reduction technique should be u	used:
i. Efficiency	ii. Complexity
iii. Accuracy	iv. Simplicity
3	
Q17. Discovery is	
i. It is hidden within a database	and can only be recovered if one is given certain clues (an example IS
encrypted information).	
• •	plicit previously unknown and potentially useful information from data.
•	ecule that occurs in human chromosomes and that carries genetic
information in the form of gene	·
iv. None of these	
Q18which selects a re	presentative subset from a large population of data.
	ii. Transforming
iii. Feature Extraction	iv. None of these

Q19. It is a process which pulls	out specified data that is significant in some particular cont	ext:
i. Sampling	. Feature Extraction	
iii. Both I and II	iv. None of these	
Q20. What becomes increasingly	y important in cases of merging systems of two companies	or
consolidating applications within	n one company to provide a unified view of the company's	data assets.
i. Data Modeling	ii. Model Building	
Data Integration	iv. All of these.	
Q21. Data transformation is furt	her divided into how many steps?	
\i /2	ii. 4	
iii. 3	iv. None of these	
Q22. Which step of data transfor	rmation maps data elements from the source data system to	the
destination data system and capt	tures any transformation that must occur:	
Data mapping بن	ii. Cell mapping	
iii. Code generation	iv. None of these	
Q23step takes the data	a element mapping specification and creates an executable	program that
can be run on a computer system	1	-
Code generation	ii. Map generation	
iii. Data mapping	iv. None of these	
Q24. What reduces the number of	of values for a given continuous attribute by dividing the ra	nge of the
attribute into intervals:		
i. Data Reduction	ii. Data Discretization	
iii. Data Integration	iv. None of these	/
Q25. A concept hierarchy for a g	given numeric attribute defines aof the attri	bute:
1. Discretization	ii. Normalization	
iii. Standardization	iv. All of these	
Q26. Concept hierarchies often of	can be generated automatically or dynamically refined base	ed on which of
the data distribution.		
i. Predictive analysis	Statistical analysis بننب	
iii. Both i and ii	iv. None of these	
Q27. Which data discretization t	technique defines "If the process starts by first finding one	or a few points
(called split points or cut points)) to split the entire attribute range, and then repeats this reco	ursively on the
resulting intervals".	-	-
i. Top-Down	ii. Bottom-Up	
iii. Left-Right	iv. Right-Left	

•	ue defines "Starts by considering all of the continuous values as
	y merging neighborhood values to form intervals, and then
recursively applies this process to the re	-
i. Top-Down	Bottom-Up
iii. Left-Right	iv. Right-Left
Q29. The sorted values after discretizat	ion are distributed into a number of buckets, or bins, and then
replacing each bin value by either the b	in
i. Mean	ii. Median
iii. Both i or ii	iv. Mode
Q30. Which of the following is not a bi	nning method:
i. Equal width partitioning	ii. Equal depth partitioning
Equal height partitioning	
Q31. Concept hierarchies facilitate	in data warehouses to view data in multiple granularity:
Drilling and Rolling	ii. Slicing and dicing
iii. Sampling	iv. All of these
Q32. Theis the prod	cess of realizing a problem, establishing and evaluating planning
criteria, creating alternatives, implemen	nting alternatives, and monitoring progress of the alternatives.
Model Planning	ii. Model Building
iii. Mapping	iv. None of these
Q33. The very similar rational decision process for makingdecision	-making model, as it is called in <u>organizational behavior</u> , is a ons.
i. Logically sound	ii. Efficient
iii. Accurate	iv. Complex
Q34. Rational decision making is a follow the orderly path from problem is	process for making logically sound decisions that aims to dentification through solution.
i. Single Step	ii. Multi Step
iii. Hybrid	iv. Systematic
Q35. Building models are scale models	of structures and are commonly used in
i. Model railroading	ii. Wargaming
iii. <u>Diorama</u> making	. All of these

Q36. In which phase the team builds and exec phase.	cutes models based on the work done in the model planning
i. Model Planning	ii. Model Building
iii. Data Preparation	iv. None of these
Q37. In which phase does the team explores that and subsequently selects key variables and the	he data to learn about the relationships between variables e most suitable models.
i. Model Building	ii. Operationalizing
Model Planning ﴿ اللَّهُ اللَّ	iv. Discovery
the project are a success or a failure based on	oration with major stakeholders, determines if the results of the criteria developed in Phase 1
i. Communicate results	ii. Operationalize
iii. Discovery	iv. None of these
Q39. State true or false:	
	se need to be understandable to clients who may know little unfamiliar with the specific market research project.
J. True	ii. False
	reports, briefings, code, and technical documents. In mplement the models in a production environment.
i. Communicate results	ii. Operationalize
iii. Discovery	iv. None of these
Q41. State true or false:	
Operationalization also sets up exact definitio improving the robustness of the <u>design</u> .	ns of each variable, decreasing the quality of the results, and
i. True	i. False
Q42. What is the full form of OLAP?	
i. Online Analytical Processing	ii. Online Aggregate Processing
iii. Online Analytics Process	iv. None

Q43. The operation of moving from finer-granu aggregation) is called a	larity data to a coarser granularity (by means of	
Rollup	ii. Drill down	
iii. Dicing	iv. Pivoting	
Q44. What is slice operation?		
i. Moves from one cuboid to another		
ii. Aggregates data cube		
iii. Performs selection on one dimension		
iv. Defines a sub-cube by selecting two or more	dimensions	
Q45. It is a data object that deviates significantly different mechanism.	y from the rest of the objects, as if it were generated by a	
i. Noisy data	ii. Outlier	
iv. Noise	iii. None of these	
Q46. What are the real world applications of OI	∠AP:	→
i. Budgeting	ii. Sales Forecasting	
iii. Simulating business behavior	iv. All of these	_
	hat an object is an outlier if the proximity of the object to the proximity of most of the other objects to their	
i. Proximity based analysis	ii. Clustering based analysis	
iii. Both i and ii	iv. None of these	
Q48. If an individual data instance is anomalous as a	s in a specific context (but not otherwise), then it is termed	
i. Global Outlier	ii. Collective Outlier	
iii. Point Outlier	iv. Contextual Outlier	`
Q49. If a collection of data points is anomalous	with respect to the entire data set, it is termed as a:	
i. Global Outlier	ii. Collective Outlier	J
iii. Point Outlier	iv. Contextual Outlier	
Q50based outlier detection meth	nods assume that the normal data objects belong to large	
and dense clusters, whereas outliers belong to si	mall or sparse clusters, or do not belong to any clusters.	
i. Cluster	ii. Proximity	
iii. Point	iv. None of these	

1.	What is not the part of BI Cycle? a. Measurement b. Data Collection c. Insight d. Analysis		
2.	Which of the following are direct benefits of Business Intelligence? a. Decision making b. Delivers data mining functionality c. Artificial intelligence d. All of the above		
3.	Often, Where do the BI applications gather data from? a. Data warehouse b. Data mart c. Both a and b d. Database		
4.	Which of the following are benefits or use of BI? a. With BI, firms can identify their most profitable customers b. Quickly detect warranty-reported problems to minimize the impact of c. Data mining d. Both a and b		
5.	Which of the following BI technique can predict value for a specific data itemattribute?		
	a. Predictive modelingb. Modelingc. Predictive valued. Association		
а. b.	in BI allows huge data and reports to be read in a single graphical interface Reports DLAP		
C.	Dashboard		

- 7. What is Data-Based Knowledge
 - a. Knowledge derived from data through the use of Business Intelligence Tools and the process of Data Warehousing
 - b. Knowledge derived from data through the use of Business Intelligence Tools
 - c. Knowledge derived from data only
 - d. Both a and c

d. Warehouse

6.

8. All b	ousiness intelligence applications require a data warehouse.
	True False
9. Info	rmation is
b. C.	Unprocessed data Processed data Facts None of the above
10. WI	hat is the correct sequence?
b. c.	Information -> Knowledge -> Data Knowledge -> Data -> Information Data -> Information -> Knowledge None of the Above
11. WI	hich OLAP feature can breakdown sales by city
b. C.	Roll up Drill down Dynamic calculation pivot
	nich of the following is a logical collection of data gathered from many databases and o create business intelligence?
b. c.	Competitive Intelligence System External Intelligence System Artificial Intelligence Data Warehouse
	_is a system where operations like data extraction, transformation and loading operations ecuted.
	Data Integration ETL Data Staging None of the above

		Quick answer to problem
		Find cause to problem
	a.	All of the above
16.	Wh	nich of the following is supported by data warehouse
	a.	Data cube
	b.	OLTP
		OLAP
	d.	All of the Above
17.	Wr	nich is a component of a BI system?
	_	Data warah ayas
		Data warehouse Database
		Artificial Intelligence
		None of the Above
18.	Wh	nat is the full form of ETL
	a.	Empty, Transpose, Load
		Extract, Transform, Load
		Extract, Transpose, Leverage
	d.	None of the above
19.	Wł	nich of the following represents the Decision process of a company?
	a.	Continual
		Interval-based
		Once a Year
	d.	None of the above

14. What is a subset of a data-warehouse?

15. What is the main benefit of business intelligence

a. Applicable for every part of Organization

a. Data storeroomb. Data martc. Databased. Data set

20.	0. Which of the following is not a User Interface component?			
	a.	Browser		
	b.	Portal		
	C.	Dashboard		
	d.	Text File		

- 21. Which of the following users handle the data warehouse environment?
 - a. Technical Staff
 - b. Business Users
 - c. Managers/executives
 - d. None
- 22. What are dashboards used for?
 - a. Storing data
 - b. Visualizing critical data for executives
 - c. Handle queries and perform operations on data warehouses
 - d. None of the Above
- 23. Which of the following is/are characteristics of information?
 - a. Improve representation of data
 - b. Reduces uncertainty
 - c. Aids in decision making
 - d. All of the above
- 24. What is the full form of BPM?
 - a. Business Planning Monitoring
 - b. Business Planning Mentoring
 - c. Business Performance Management
 - d. Business Performance Monitoring
- 25. What is the role of BPM?
 - a. Monitoring Performance
 - b. Analyzing Performance
 - c. Both a and b
 - d. None of the above

- 26. What are features of SAP NetWeaver?
 - a. ability to pull reports from various sources
 - b. visualization tools to make graphics & statistics easier to understand
 - c. performance indicators and collaborators insights
 - d. all of above
- 27. which of the following is **not** true about sap NetWeaver
 - a. it provides full featured tool to market the product on internet and handle sales effectively
 - b. This satisfy needs of managers, engineers and it specialist working in the field of business intelligence
 - c. NetWeaver provides visualization tools to make graphics on statistical data and performance indicators
 - d. both b & c
- 28. Which of the following is not true about microsoft sharepoint
 - a. It incorporate all necessary features and tools for reporting
 - b. it provides integration with data stored in SQL servers
 - c. Sharepoint provides Collaboration between teams using addons and apps
 - d. None of the above
- 29. What are new BI opportunities?
 - a. sharing and collecting ideas
 - b. evaluation of alternatives
 - c. prediction of costs and revenue
 - d. all of above
- 30. Which of the following is a data cleansing process
 - a. Summarizing data
 - b. Checking referential Integrity
 - c. Building Dimensions
 - d. Extracting only valid data
- 31. Which of the metadata approaches helps in integration with multi-vendor tools along with flexibility?
 - a. Centralized or repository approach
 - b. Decentralized API Approach
 - c. Centralized API Approach
 - d. Decentralized or Interchange approach

- 32. What is the correct flow of BI Cycle?
 - a. Analysis -> Insight -> Action -> Measurement
 - b. Insight -> Measurement -> Action -> Analysis
 - c. Measurement -> Action -> Insight -> Analysis
 - d. None of the above
- 33. Which of the following is not an enabling factor in business intelligence projects?
 - a. Technologies
 - b. Analytics
 - c. Security
 - d. Human Resources
- 34. Delivering a successful business intelligence implementation can be transformational
 - a. true
 - b. false
- 35. Why all or nothing approach in enterprise software projects not needed?
 - a. It leads to high costs
 - b. the time required for such projects is long and by the completion time user requirements change
 - c. unwieldy user requirements
 - d. all of above
- 36. why it is necessary to ensure that BI solution is easy to use
 - a. It enables self-serve model which reduces interdepartmental dependencies
 - b. it reduces technical terms and ensures that user is comfortable
 - c. Having glossary of fields and terms makes the tool easy to understand
 - d. all of the above
- 37. which of the following are critical success factors in ensuring BI implementation successful
 - a. Performance is key
 - b. Having functionality for every type of business
 - c. Using latest technology even if performance is compromised
 - d. both a and b
- 38. Which of the following are present in successful BI project under culture and politics?
 - a. Fragmented culture
 - b. Financial culture
 - c. Traditional IT culture
 - d. All of these

 39. There are how many obstacles to get the business intelligence right? a. 2 b. 3 c. 4 d. 1
 40. Which of the following is not among the three problem areas that you must tackle for a successful business intelligence implementation. a. User resistance b. Feeling replaced c. User acceptance d. Failing to deliver
 41. Which obstacle correctly suits the statement "Organizations may use business intelligence for analysis, but fail to use it for taking action." a. Failing to deliver b. Feeling replaced c. User resistance d. None of these
 42. The BI systems are derived from the a. Decision support systems b. Operational information systems c. Both i and ii d. None of these
43. State true or false:
"Business Intelligence projects typically go beyond the boundaries of departments, processes and even business units; contain a mix of strategy, business operations and technology and are often highly political."
a. True b. False
 44. Which phrase correctly suits the 'Island Culture'? a. Operates individually b. Own methods of measurement c. Both i and ii

d. None of these

45	State	true	or fa	اموا

"Managers, who make decisions purely based on gut feeling and not based on facts, often find it difficult to accept the new reality that Business Intelligence represents."

- a. True
- b. False
- 46. How does BI enables up-selling and cross selling opportunities
 - a. By using customer data to improvise traditional data
 - b. Using sells personnel data to find potential clients
 - c. both a & b
 - d. None of the above
- 47. If we have large amounts of data at our disposal but we do not know the meaning then its called:
 - a. Data with context
 - b. Data without context
 - c. Meaningful data
 - d. None of these
- 48. If an organization does not register the signals that are important for effective business operations, then the senses of that organization_____.
 - a. Works correctly
 - b. Works systematically
 - c. Malfunctions
 - d. All of these
- 49. Lack of experience, selecting the wrong advisors, developing and applying an architecture that does not fit comes under which type of risk?
 - a. User risks
 - b. Managerial risks
 - c. Both i and ii
 - d. Organizational risks
- 50. How does BI benefit businesses?
 - a. With help of reports on business metrics, dashboards
 - b. enables businesses to look into market trends
 - c. Helps in gaining better understanding from past, present and future
 - d. all of above

a. b. c.	of this is not a part of BI? Improve decision making None of the Above Helps to understand business Enable real time analysis
2.) What is	s one of the most alluring(attracting) aspects of BI? A Graphic Visualization B Customer interaction C Design systems D Programming
3.) Definiti	ion of a power user? A constitute a lot of experience B A wise person C Who use complex tools D All of the above
4.) Which	user uses raw data for drilling down in Ad hoc queries? A Power users B Business users C It users D Casual users
5.) Do Bu	siness users user desktop utility tools? A NO B YES
6.) Which	user represent more than one are of the business? A Power users B Business users C IT users D Casual users
7.) Which	user collects the data from the industry? A Power users B Business users C Data aggregators or information provider D Casual users

8.) Which	user consists of external customers or partners? A Extended enterprise users B Business users C It users D Operational analytical users
9.) What s	so operational analytical users rely on? A External Party B Rolled up metrics C Development aspects D Results of the analytics
10.)	What should a reporting system have? A Data B Navigation portal C Customers D Analysis
11.)	Which option is more powerful in Ad hoc quey? A First B second
12.)	How many types of reporting? A One B Two C Three D Four
13.)	Which scenario is the parameterized approach beneficial? A Operational scenarios B Business scenario C It scenario D casual scenario

14.)	What does parameterized approach provide? A Customers B Operations C Self service BI D services
15.)	What techniques should be used more? A Visualization B Text C Documents D Verbal
16.)	What does self service BI eliminate? A Customers B Managers C It bottleneck D Nothing
17.)	Who is responsible for developing reports? A HR B IT department C CEO D Board member
18.)	What adds a layer on top of the pivot table? A ROLAP B OLAP C none D both
19.)	What question irritate the marketing manager? A ALL B 3 D question C 2 D question D 1 D question

20.)	Multidimensional model can be viewed as? A CUBE B Circle C Hexagon D Triangle
21.)	Which is not a data visualization technique? A Chart B Graph C Widgets D Text
22.)	Which is the most used charts? A Histogram B Bar chart C Pie chart D All
23.)	What do charts represent? A represent data over a period of time B Spread a given point C Comparison D two entities
24.)	What do Charts represent? A represent data over a period of time B entity C Comparison D spread at a given point of time
25.)	What do BI widgets deliver? A Customization B charts C graphs D All of the above

26.)	What is BI widget? A Application that delivers information B entity C Comparison D spread at a given point of time
27.)	Commonly used metrics in single secure view? A Search B Organize C View D All of the above
28.)	What is the performance management tool? A Scorecards B Dashboard C Graph D Histogram
29.)	What is the approach for the scorecard? A None B Side C Bottom up D Top down
30.)	What is the essential component of the balanced scorecard methodology? A Balanced scorecard B Credit Scorecard C Performance scorecard D All
31.)	Which scorecard is used independently? A Balanced scorecard B Credit Scorecard C Performance scorecard D All

32.)	What does a dashboard include? A meters B gauges C lights D All
33.)	Who are the vendors of the BI dashboards? A Oracle B Microsoft C None D AII
34.)	What displays the progress over period of time? A scorecard B Dashboard C None D All
35.)	What displays the current status? A scorecard B Dashboard C None D All
36.)	Combination of the dashboard and scorecard is called? A Balanced scorecard B Credit Scorecard C Scoreboard D All
37.)	What product of microsoft is used for visualization? A Outlook B Word C Excel D All

38.)	Use of visualization spreadsheets? A Collecting B Analyze C Summary D All
39.)	GIS is fully interactive? A True B False
40.)	Which is application of DIS? A Emergency vehicle dispatch B Transit management C Wildlife management D AII
41.) destina	Which company has the following GIS application:" Directs drivers to ations"? A Pepsi B Toyota C Western auto D All
42.)	What is one of the best functions in GIS? A Drag Drop B Arrangement C Draping D Customization
43.)	Is zoom a function of GIS? A True

44.) lot of	Which company has the following GIS application: Manages leased property in a places"?
	A Pepsi B Consolidated Rail corporation C Western auto D All
45.)	What provides the most aid in decision making A Scores B Charts C GIS D All
46.)	Is GIS more useful than traditional paper maps A True B False
47.)	What question is this "How much revenue in the last quarter?" A 1 D B 2 D C 3 D D All
48.)	Where can we easily view the BI Content? A Personal Dashboard B Charts C Graphs D All
49.)	Which are the technologies that support visualization A GIS B GUI C VR D AII

50.)	What is the most attractive capability of GIS? A Work B Visualization of large amounts of data C None D All
51.)	Who is involved withe the development of BI? A IT users B Casual users C Business users D None
52.)	What is the goal of knowledge delivery A Best way of presenting results B Reports C Customer interaction D All

1 Decision making process is based on? A Values provided to decision maker B Preferences of decision maker C Both A & B D None of the above
2 How many phases DSS has? A three B four C five D two
3 Which of the following is not a DSS phase? A Intelligence B Design C Maintenance D Implementation
4 DSS brings problem-solving and Decision making strategies together to enable decision making true false
5 How many Steps are there in making effective decision making a four b seven c five d none of the above
6 What does identifying decision in DSS means? a gather information to take decision b to check if you should make decision or not c define clearly the nature of decision & check if it is necessary to make decision d none of the above
7 Consider you want to open Food Centerin Pune what information will be relevant for you to take decision a time of the restaurant b which location will attract more customers. c food trends in market and cost of menu. d all of the above
8 How should one take decisions from the alternatives: a gather relevant information for decision to be made b find various alternatives based on imagination and information

c Evaluate ,assess and weigh the alternatives

d all of the above

- 9 what is true about DSS system
 - a it is an interactive computer based system to help decision makers
 - b it is basic component in development of BI Architecture
 - c It uses communication technologies, data, documents to identify and solve problems

d all of the above

- 10 which of the following is not a part of DSS structure
 - A Data or database management
 - B model management

C Employee management

- D Graphical user interface
- 11 which of the following is type of DSS?
 - A model driven DSS
 - B Data driven DSS
 - C Knowledge driven DSS
 - D all of the above
- 12 Which of the following is not type of DSS

A User driven DSS

- B Data driven DSS
- C Knowledge driven DSS
- D Document driven DSS
- 13 What solutions Data driven DSS provides?
 - A data warehousing and analysis systems
 - B Executive Information Systems (EIS)

C both A&B

- D None of the above
- 14 What is data mining?
 - A Data mining is process of sifting through large amount of data to produce data content relationships .
 - B Computational process of discovering patterns in large datasets

C both a&B

- D none of the above
- 15 What is major characteristic of DSS?
 - A Includes spreadsheet model.
 - B Brings together human judgement and computerized information
 - C Support for all managerial level decision

D both B & C

16 True or False . DSS are based on improvement of the effectiveness of decision rather than efficiency.

A True

B False

17 What general type of DSS would iinclude file drawer systems, data warehouses, on-line analytical processing (OLAP) systems, and Executive Information Systems?

- A). Communications-Driven DSS
- B). Data-Driven DSS
- C). Document-Driven DSS
- D). Knowledge-Driven DSS
- 18 Which of the following not a DSS feature.
 - A Effectiveness
 - B Mathematical Models
 - C Integration in decision making process
 - D None of the above.
- 19 Which of the following is true for Model Management?
- A Model management module provides end uses with a collection of mathematical models derived from operations research, statistics and financial analysis.
- B Model management is driven by collection of knowledge in various forms and communication to make the appropriate decision.
- C Model management lets knowledge works use DSS interactively to carry out their analyses.
 - D None of the above.
- 20 What is true about knowledge management?
- A knowledge management module provides end uses with a collection of mathematical models derived from operations research, statistics and financial analysis.
- B knowledge management is driven by collection of knowledge in various forms and communication to make the appropriate decision.
- C knowledge management lets knowledge works use DSS interactively to carry out their analyses.
 - D None of the above.
- 21 What are potential advantages of DSS?
 - A Increase in number of alternatives or options considered
 - B Value-added exploitation of the available data
 - C both A&B
 - D None of the above.
- 22 Main purpose of the planning phase in development of DSS is.
 - A understanding needs and opportunities
 - B Do a feasibility study to address question of why develop a DSS
 - C Both a & b
 - D None of the above.
- 23 What are the questions that needs to be addressed by analysis phase in development of DSS?
 - A What should DSS accomplish?
 - B Who will be using the DSS?
 - C when and How DSS will be used?
 - D All of the above
- 24 which of the following is involved in the Analysis phase in development of DSS?

A The analysis involves mapping out actual decision processes and imagining what new processes will look like once DSS is in place.

- B Understanding how to develop DSS and how will it work
- C Testing and implementation of the DSS system.
- D None of the above.
- 25 What question is addressed by the design phase of development of DSS?

A How will the DSS work?

- B What will be the use of DSS and who will use the DSS?
- C Both A&B
- D None of the above.
- 26 What is involved in design phase in development of DSS?

A The entire architecture of the system is therefore defined, through the identification of the hardware technology platforms, the network structure, the softwaretools to develop the applications and the specific database to be used.

- B Finding out overall impact of DSS on organization and monitoring the effects of the new system on overall organization.
 - C Both a&b
 - D None of the above.
- 27 What is included in Implementation phase of DSS?
 - A testing and the actual installation, when the DSS is rolled out and put to work.
 - B Determine the overall impact of the DSS on the organization.
 - C Monitoring the effects of new system using change management techniques.
 - D All of the above.
- 28 Which is used to reduce the risk of failure?

A Rapid prototyping development

B Monitoring the usage of the DSS system C

Both A&B

- D None of the above.
- 29 What are advantages of Rapid prototyping development:
- A Each subsystem can be actually developed more quickly and therefore is more readily available.
 - B It is possible to verify conformity of the subsystem with intended purpose.
 - C Test functionality of the system and add or minimize the functions as per the use case.
 - D All of the above.
- 30 Why periodic administration and revision of DSS is necessary?
 - A As it creates opportunity for future investment for the developers.

B It is necessary to support knowledge workers in decision making process in rapidly changing dynamic situations.

- C Both A & B
- D None of the Above.
- 31 What are major critical factors involved in success of DSS.
- A Integration with various tools and methodologies, individuals and organization process involved in work.
 - B Involvement of all the knowledge workers in team.

C Reducing project costs by use of prototyping, user friendliness and system testing **D All of the above.**

32 In which of the following areas DSS can be used

A To help make decisions on the stock market

B Clinical decision support system for medical diagnosis

C To regularly check the equipment in Production industries.

D All of the above

33 Which of the following are characteristics of DSS

A Support for decision makers in semi-structured and unstructured problems.

B Support for all managerial levels ranging from top executives to line managers.

C Support for interdependent or sequential decision.

D All of the above.

34 What is process flow of development phases of DSS.

A Requirement, analysis, planning, design, implementation, delivery

B Analysis, requirement, planning, design, implementation, delivery

C Requirement, Planning, Analysis, Design, Implementation, Delivery

D Requirement, Analysis, Design, Planning, Implementation, Delivery

35 Which of the following is true?

A Most of the semi-structured problems are previously solved and contain information about the problems in details.

B A decision is structured if it is based on a well defined and recurring decision making procedure

C A decision is said to be unstructured if the three phasesof intelligence, design and choice are also unstructured.

D Both B&C

36 Which of the following provides end users with collection of mathematical models derived from operations research, statistics and financial analysis? A Model management B Data management C Interaction D Knowledge management 37 Which of the following enables knowledge workers to use DSS interactively in order to carry out their analysis. **A Interactions** B Model Management C Knowledge Management D Data management 38 Which of the following includes a system to contain data required by the decision making process? A Data management B Model Management C Knowledge management D Interactions 39 Why does data management module needs to be connected with company data warehouse? A Company data warehouse represents the main repository of the data available to develop business intelligence analysis. B DSS systems are not dependent on company warehouse for data rather the extract data from external sources. C Both A & B

D None of the above.

40 Why knowledge management module is interconnected with company knowledge management integrated system?

A Company knowledge management system allow decision makers to draw on various forms of collective knowledge.

B After decisions are made knowledge management module of DSS interacts with company knowledge management to add knowledge of decision.

C Both A& B

D None of the above.

41 What are potential advantages in adoption of DSS systems?

A Value-added exploitation of the available data

B Effective development of teamwork

C Greater reliability of the control mechanisms due to increased intelligibility of decision process.

D All of the above.

42Which of the following is true for data management module in DSS?

A Database management system which stores the data from all the resources available.

B Database designed to contain data required by decision making processes to which DSS is addressed.

C Data management module is usually connected with company data warehouse where data is available for business intelligence analysis

D Both B&C.

43 Which of the facilities are available in Data management?

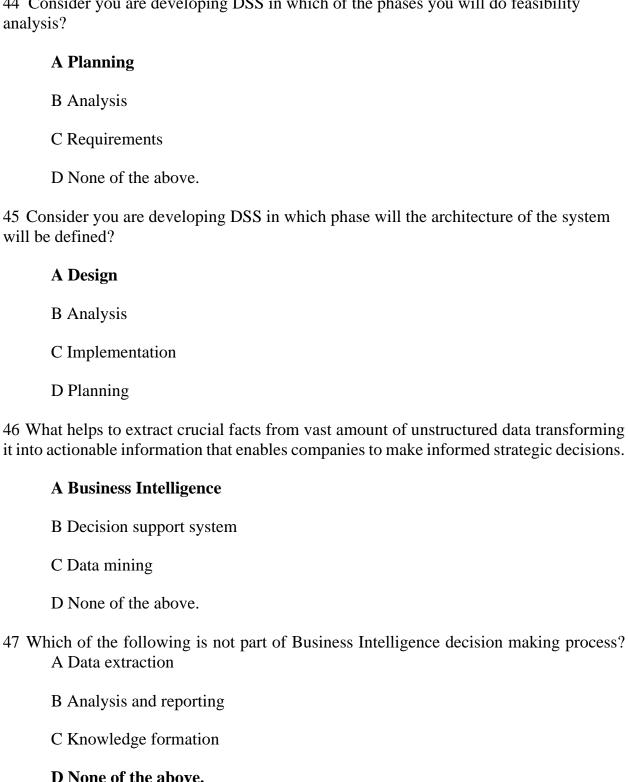
A Extract and manage data and relationships

B Queries and manipulation of data

C Data directory

D All of the above.

44 Consider you are developing DSS in which of the phases you will do feasibility analysis?



48 Which of the following is true for data driven DSS?

A These are primarily involved with data and processing them into information and presenting the information to decision maker.

B Most of the OLAP and reporting analytics software fall in this category.

C Both A & B

D None of the above.

49 Which DSS uses computer, collaboration and communication technologies primarily to support groups in tasks that may or may not include decision making?

A Communication driven DSS

B Data driven DSS

C Both A& B

D Document driven DSS

50 DSS which rely on knowledge coding, analysis, search and retrieval for decision support falls under what category?

A Document driven DSS

B Knowledge Driven DSS

C Communication driven DSS

D All of the above.

51 Which of the following is not an application of DSS?

A Clinical decision support system for medical diagnosis.

B Verification of Documents of candidate appearing for exam.

C Automation of delivery tracking system for couriers.

D Engineering firm that has bids on several projects and wants to know if they can be competitive with their costs.

Business Intelligence Multiple Choice Questions

Unit IV- Data Pre-processing

Q1. How many phases does	a data analytics life cycle contain?	
i. 4	ii. 3	
iii.6	iv. 5	
Q2. In which phase of the da	ata analytics life cycle, we define the business	
problem as an analytics chal	lenge?	
i. Model Planning	ii. Data Discovery	
iii. Operationalization	iv. Data Preparation	
Q3describes any	type of processing performed on raw data to	
prepare it for another proces	sing procedure.	
i. Data Modeling	ii. Data Processing	
iii. Data Transformation	iv. Data Pre-Processing	
Q4. Which task in Data Preparation fills in missing values, smooth's noisy		
data, removes outliers, and i	esolves inconsistencies.	
i. Data Cleaning	ii. Data Transformation	
iii. Data Integration	iv. Data reduction	
Q5. Integration of multiple da	atabases, data cubes, or files is done in:	
i. Data Transformation	ii. Data discretization	
iii. Data Cleaning	iv. None of these	
Q6 . What is performed in Da	ata transformation:	
i. Normalization	ii. Aggregation	
iii. Both i and ii	iv. None of these	
_	not a form of Data Preprocessing:	
i. Data Cleaning	ii. Data Integration	
iii. Data Validation	iv. Data Reduction	
Q8 . State true or false:		
	of data reduction but with particular importance	
especially for numerical data	l .	
i. True	ii. False	

Q9. Whose applications use visual tools such as geographical maps, pivottables, and heat-maps to make the process of finding patterns:

i. Data Modeling

ii. Data Discovery

iii. Data Integration

iv. None of these

Q10. What are the characteristics of dirty data:

i. Incomplete

ii. Noisy

iii. Inconsistent

iv. All of the above

Q11. Which of the following are standardization techniques:

i. Decimal Scaling method

ii. Min-Max method

iii. Z-index method

iv. All of these

Q12. Let income range \$12,000 to \$98,000 normalized to [0.0, 1.0]. Then \$73,000 is mapped to(use min-max normalization):

i. 0.716

ii. 0.512

iii. 0.235

iv. 0.872

Q13. State true or false:

Data cleansing differs from <u>data validation</u> in that validation almost invariably means data is rejected from the system at entry and is performed at entry time, rather than on batches of data.

i. True

ii. False

Q14.____involves combining <u>data</u> residing in different sources and providing users with a unified view of these data.

i. Data Discretization

ii. Data Integration

iii. Data Reduction

iv. None of these

Q15. Which of the following are Data Integration tools:

i. Alteryx

ii. Analytics Canvas

iii. Rapid Miner Studio

iv. All of these

Q16. Which of the following does not come in the three main criteria to determine whether a data reduction technique should be used:

i. Efficiency

ii. Complexity

iii. Accuracy

iv. Simplicity

Q17. Discovery is

i. It is hidden within a database and can only be recovered if one is given certain clues (an example IS encrypted information).

- ii. The process of executing implicit previously unknown and potentially useful information from data.
- iii. An extremely complex molecule that occurs in human chromosomes and that carries genetic information in the form of genes.
- iv. None of these

Q18which se	which selects a representative subset from a large population		
of data.			
i. Sampling	ii. Transforming		
iii. Feature Extraction	iv. None of these		

Q19. It is a process which pulls out specified data that is significant in some particular context:

i. Sampling

ii. Feature Extraction

iii. Both I and II

iv. None of these

Q20. What becomes increasingly important in cases of merging systems of two companies or consolidating applications within one company to provide a unified view of the company's data assets.

i. Data Modeling

ii. Model Building

iii. Data Integration

iv. All of these.

Q21. Data transformation is further divided into how many steps?

i. 2

ii 4

iii. 3

iv. None of these

Q22. Which step of data transformation maps data elements from the source data system to the destination data system and captures any transformation that must occur: ii. Cell mapping i. Data mapping iv. None of these iii. Code generation **Q23**. step takes the data element mapping specification and creates an executable program that can be run on a computer system i. Code generation ii. Map generation iv. None of these iii. Data mapping **Q24**. What reduces the number of values for a given continuous attribute by dividing the range of the attribute into intervals: i. Data Reduction ii. Data Discretization iii. Data Integration iv. None of these **Q25**. A concept hierarchy for a given numeric attribute defines a of the attribute: i. Discretization ii. Normalization iii. Standardization iv. All of these Q26. Concept hierarchies often can be generated automatically or dynamically refined based on which of the data distribution. i. Predictive analysis ii. Statistical analysis iii. Both i and ii iv. None of these **Q27**. Which data discretization technique defines "If the process starts by first finding one or a few points (called split points or cut points) to split the entire attribute range, and then repeats this recursively on the resulting intervals". ii. Bottom-Up i. Top-Down iv. Right-Left iii. Left-Right Q28. Which data discretization technique defines "Starts by considering all of the continuous values as potential split-points, removes some by merging neighborhood values to form intervals, and then recursively applies this process to the resulting intervals" ii. Bottom-Up i. Top-Down iii. Left-Right iv. Right-Left

Q29 . The sorted values after discretization are distributed into a number of buckets, or bins, and then replacing each bin value by either the bin		
iii. Both i or ii iv Q30. Which of the following is not a bin	Median . Mode Ining method: Equal depth partitioning iv. None of these	
Q31 . Concept hierarchies facilitateview data in multiple granularity:	in data warehouses to	
i. Drilling and Rolling	ii. Slicing and dicing	
iii. Sampling	iv. All of these	
Q32. The is the process of realizing a problem, establishing and evaluating planning criteria, creating alternatives, implementing alternatives, and monitoring progress of the alternatives.		
i. Model Planning	ii. Model Building	
iii. Mapping	iv. None of these	
Q33. The very similar rational decision-making model, as it is called in organizational behavior, is a process for makingdecisions.		
i. Logically sound	ii. Efficient	
iii. Accurate	iv. Complex	
Q34. Rational decision making is a decisions that aims to follow the order through solution.		
i. Single Step	ii. Multi Step	

iii. Hybrid

iv. Systematic

Q35. Building models are scale models of structures and are commonly used in

i. Model railroading

ii. Wargaming

iii. Diorama making

iv. All of these

Q36. In which phase the team builds and executes models based on the work done in the model planning phase.

i. Model Planning

ii. Model Building

iii. Data Preparation

iv. None of these

Q37. In which phase does the team explores the data to learn about the relationships between variables and subsequently selects key variables and the most suitable models.

i. Model Building

ii. Operationalizing

iii. Model Planning

iv. Discovery

Q38. In which phase does the team, in collaboration with major stakeholders, determines if the results of the project are a success or a failure based on the criteria developed in Phase 1

i. Communicate results

ii. Operationalize

iii. Discovery

iv. None of these

Q39. State true or false:

To communicate the findings effectively, these need to be understandable to clients who may know little about market research and who may even be unfamiliar with the specific market research project.

Q40 . During this stage the team delivers technical documents. In addition, the team implement the models in a production en	am may run a pilot project to		
. Communicate results ii. Operationalize			
iii. Discovery	iv. None of these		
Q41. State true or false:			
Operationalization also sets up exact de decreasing the quality of the results, and design.			
i. True	ii. False		
Q42. What is the full form of OLAP?			
i. Online Analytical Processing Processing	ii. Online Aggregate		
iii. Online Analytics Process	iv. None		
Q43 . The operation of moving from finer granularity (by means of aggregation) is i. Rollup			
iii. Dicing	iv. Pivoting		
Q44. What is slice operation?			
i. Moves from one cuboid to another			
ii. Aggregates data cube			
iii. Performs selection on one dimens	sion		

iv. Defines a sub-cube by selecting two or more dimensions

ii. False

i. True

Q45. It is a data object that deviates significantly from the rest of the			
objects, as if it were generated by a differi. Noisy data	erent mecnanism. ii. Outlier		
iv. Noise	iii. None of these		
Q46. What are the real world application			
i. Budgeting	ii. Sales Forecasting		
iii. Simulating business behavior	iv. All of these		
Q47. Which outlier detection method ass	-		
the proximity of the object to its nearest			
from the proximity of most of the other of	bjects to their neighbors in the		
same data set.	ii Chatarina basad analysis		
i. Proximity based analysis	ii. Clustering based analysis		
iii. Both i and ii	iv. None of these		
Q48. If an individual data instance is and	•		
not otherwise), then it is termed as a			
i. Global Outlier	ii. Collective Outlier		
iii. Point Outlier	iv. Contextual Outlier		
Q49 . If a collection of data points is anor	nalous with respect to the entire		
data set, it is termed as a:			
i. Global Outlier	ii. Collective Outlier		
iii. Point Outlier	iv. Contextual Outlier		
Q50based outlier detection data objects belong to large and dense of small or sparse clusters, or do not belong i. Cluster iii. Point	_		

1.	A BI reporting system does not
A.	create meaningful information
В.	deliver information to users on a timely basis
C.	use statistical procedures to predict future events
D.	use disparate data sources
Answ	ver: C
2. W	Which of the following are not done by Business Intelligence (BI) systems?
	A. Analyze past and current activities only
	Analyze past and current activities only
	B. Process and record transactions only
	C. Both of the above are correct.
	D. Neither of the above is correct.
A	nswer: B
3. B	susiness Intelligence (BI) systems do not obtain their data by which of the following means?
	A. Read and process data from an operational database

В.	Process transactions		
C.	Process extracts from operational databa	ses	
D.	Process data purchased from data vendo	rs	
Ansv	wer: B		
4. The "c	curse of dimensionality" relates to which prob	lem of	using operational data for BI reporting?
A.	Dirty data		
В.	Inconsistent data		
C.	Too much data		
D.	Non-integrated data		
Answ	er: C		
5. A rep	oort generated by a reporting system is delive	ered to	the appropriate users via a user-accessed
Web	site. This system uses which of the following	report	modes?
A.	Push	В.	Pull
C.	RFM	D.	OLAP
Ansv	ver: B		

RFM analysis uses customers' purchasing patterns to
A. record transactions
B. analyze and rank customers
C. predict future sales using regression techniques
D. perform OLAP
Answer: B
7. The "F" in RFM analysis stands for
A. frequently
B. freshness
C. fast food
D. fantasy
Answer: A
8. We have Market Basket data for 1,000 rental transactions at a Video Store. There are for videos
for rent Video A, Video B, Video C and Video D. The probability that both Video C and Video D
are rented at the same time is known as
A. the basic probability

support
lift
confidence
er: B
ss Intelligence (BI) reporting systems cannot do which of the following operations?
Filter data
Group data
Modify data
Both filter and group data
er: C
of the following is not a component of a data warehouse?
Data extraction/cleaning/preparation programs
Data warehouse data
Data metadata

D. Noi	ne of the above are data warehouse components.
Answer: C	
11. Busines	ss Intelligence (BI) reporting analyses can be performed using
A.	standard SQL only
В.	extensions to SQL only
C.	OLAP only
D.	both standard SQL and extensions to SQL
Answe	r: A
12. We hav	e been given access to the company's operational data, and have been asked to
produce	e a report. We discover that some of the data we need are in an SQL server database
while of	ther needed data are in a separate Oracle database. This is an example of
A.	dirty data
В.	inconsistent data
c.	non-integrated data
D.	a "wrong format" problem
Answe	r: C

13.	13. The reports generated by a reporting system are usually not delivered in which of the		
	following media?		
	A.	Web portal	
	В.	Commercial courier service	
	C.	Digital dashboard	
	D.	E-Mail	
	Answe	er: B	
14.	Data m	nining applications are used accomplish which of the following tasks?	
	A.	Process transactions only	
	В.	Do RFM analysis only	
	C.	Do what-if analysis only	
	D.	Do both RFM and what-if analysis	
	Answe	er: C	
15.	Which	of the following is an unsupervised data mining technique?	
	A.	Cluster analysis only	
	В.	Regression Analysis only	

C.	RFM Analysis only
D.	Both Regression Analysis and RFM Analysis
Answe	er: A
16. In	OLAP, we are interested in
,	A. levels only
E	3. dimensions only
(C. measures only
ı	D. measures and dimensions
An	swer: D
17. Wh	nich of the following is not a reason that operational data are difficult to read?
,	A. Non-duplicated data
	B. Dirty data
	C. Missing values
	D. Non-integrated data
An	swer: A

18.	We hav	re Market Basket data for 1,000 rental transactions at a Video Store. There are	
	four vic	leos for rent Video A, Video B, Video C and Video D. The probability that Video D	
	will be	rented given that Video C has been rented is known as	
	A.	the basic probability	
	В.	support	
	c.	lift	
	D.	confidence	
	Answe	er: D	
19.	19. One popular classification technique in Business Intelligence (BI) reporting is		
	A.	cluster analysis only	
	В.	regression analysis only	
	C.	RFM analysis only	
	D.	both cluster analysis and regression analysis	
	Answe	er: C	
20.		re done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". ries means that Mary	

- Has ordered recently, orders frequently, and places a large order when she ${\bf A}.$ orders.
- Hasn't ordered recently, orders infrequently, but places a large order when she ${\bf B.}$ orders.
- Has ordered recently, orders frequently, but doesn't place a large order when **C.** she orders
- Hasn't ordered recently, orders infrequently, and doesn't place a large order **D.** when she orders.

Answer: C

- 21. This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
- **A.** customer managed relationship
- **B.** data mining
- **C.** permission marketing
- D. one-to-one marketing
- E. batch processing

Answer C

- 22. In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences.
- a. Web services
- b. customer-facing
- c. client/server
- d. customer valuation

e. personalization

Answer E

- 23. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.
- a. clickstream analysis
- b. database marketing
- c. customer relationship management
- d. CRM analytics
- e. B2C

Answer D

- 24. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.
- a. best practice
- b. data mart
- c. business information warehouse
- d. business intelligence
- e. business warehouse

Answer D

- 25. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.
- a. database marketing
- b. marketing encyclopedia
- c. application integration

- d. service oriented integration
- e. business technology management

Answer A

- 26. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- a. spend management
- b. supplier relationship management
- c. hosted CRM
- d. Customer Information Control System
- e. online transaction processing

Answer C

- 27. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data.
- a. BizTalk
- b. BPML
- c. e-biz
- d. ebXML
- e. ECB

Answer B

- 28. This is a central point in an enterprise from which all customer contacts are managed.
- a. contact center
- b. help system
- c. multichannel marketing

- d. call center
- e. help desk

Answer A

- 29. This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.
- a. customer service chat
- b. customer managed relationship
- c. customer life cycle
- d. customer segmentation
- e. change management

Answer D

- 30. In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.
- a. predictive technology
- b. disaster recovery
- c. phase change
- d. Digital Silhouettes
- e. predictive modeling

Answer E