

## **UNIT-1**

1.Which of the following level of managers develop short- and medium-range plans, schedules, and budgets and specify the policies, procedures, and business objectives for their sub-units of the company?

- A) Strategic                    B) **Tactical**                    C) Operational                    D)

Front line

2.Information that is outdated, inaccurate, or hard to understand would be very meaningful, useful, or valuable to you or other business professionals.

- A) True                        B) False

3.The emerging class of applications focuses on personalized decision support, modeling, information retrieval, data warehousing, what-if scenarios, and reporting is called:

- A) **Decision Support Trends**                    B) Decision Support History  
C) Decision Support models                        D) Decision Support class

4.The growth of corporate intranets, extranets, as well as the web, has accelerated the development and use of “executive class” information delivery and decision support software tools by lower levels of management and by individuals and teams of business professionals. This dramatic expansion has opened the door to the use of which of the following tool?

- A) **Business intelligence (BI)**                    B) Business Knowledge (BK)  
C) Business Ideas (BI)                              C) Busyness Intelligent (BI)

5.The Decision support systems use all of the following EXCEPT:

- A) Analytical models,                    B) Specialized databases

### C) Online Transaction processing

6 .Decision making is (simplistically) typically described as which of the following?

- a. deciding what is correct
- b. putting preferences on paper
- c. choosing among alternatives**
- d. processing information to completion.

7. A series of eight steps that begins with identifying a problem and decision criteria and allocating weights to those criteria; moves to developing, analyzing, and selecting an alternative that can resolve the problem; implements the alternative; and concludes with evaluating the decision's effectiveness is the \_\_\_\_\_.

- a. decision-making process**
- b .managerial process
- c. maximin style
- d. bounded rationality approach

8. The first step in the decision-making process is which of the following?

- a. developing decision criteria
- b. allocating weights to the criteria
- c. analyzing alternatives
- d. identifying a problem**

9. The process of selecting decision criteria is accomplished by \_\_\_\_\_.

- a. massaging the data that will support a given decision
- b. flipping a coin to produce a 50-50 chance of being right
- c. determining what is relevant in making the decision**
- d. examining the difference in the opportunities available

10.What should be a major characteristic of a DSS?

- A). Automates decision making.
- B). Includes a spreadsheet model.
- C). Responds quickly to the changing needs of decision makers.**

11.What is the most important component of a Decision Support System?

- A). Architecture and network design.
- B). Database.
- C). Mathematical models and analytical tools.
- D). User interface.**

12. Top-level managers use .....models to help them.

A – Operational    B- Tachtical    **C- Strategic**

13. Decision at the operational level tend to be more:

- A. Programmed decision**
- C. Semi-structured decision
- B- Tactical decision
- D- Unstructured decision

14.What is a data warehouse?

- A). A database application that searches for hidden patterns in a data base.
- B). A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.**
- C). An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.

15. What general type of DSS would include 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

16. Which of the following web sites provides organized information on a wide variety of Decision Support Systems topics?

A). <http://DSSResources.COM>

B).

<http://www.usatoday.com>

C). <http://www.zoogdisney.com>

D).

<http://www.hotmail.com>

17. Information has three dimensions. They are:-

- |   |                                |
|---|--------------------------------|
| A) Time, consent, and form<br><b>and form</b> | B) Time, content,<br>and form  |
| C) Cost, content, and form<br>and Value       | D) Time, content,<br>and Value |

18. \_\_\_\_\_ were the original type of information system developed to support managerial decision making. An MIS produces information.

- |                                   |                                |
|-----------------------------------|--------------------------------|
| A) Management information systems |                                |
| B) Decision Support systems       |                                |
|                                   | C) Management Tracking Systems |
| D) Strategic Information System   |                                |

19. \_\_\_\_\_ represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.

- A) Data Entry Systems
- B) Data Analysis systems
- C) Database Management
- D) Data visualization systems**

20. Decision support system involves all of the following types of analytical modeling activities except?

- A) what-if analysis
- B) Sensitivity analysis
- C) Heuristics**
- D) optimization analysis

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## **UNIT-2**

1.What are the challenges to developing BI with semi-structured or unstructured data?

- ❑ unstructured data is stored in a huge variety of formats
- ❑ there is a need to develop a standardized terminology

**Both a and b**

Problem of format and terminology is just with unstructured data and not semi structured data

2. 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

3. 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

**4. one of the following is the Business intelligence broad category of application programs?**

- A. OLAP
- B. Data mining
- C. Decision support**
- D. Both A and B
- E. All of these

**5. which of the following is a central point from which all customer contacts are managed?**

- A. call center
- B. help system
- C. multichannel marketing
- D. contact centre**
- E. None of these

**6. Business intelligence affected by areas.**

- A. Sales
- B. CRM**
- C. Revenue
- D. Both A and B
- E. None of these

**7. \_\_\_\_\_ technique used to predict future behaviour and anticipate the consequences of change.**

- A. predictive modelling**
- B. disaster recovery
- C. predictive technology
- D. Digital Silhouettes
- E. Both A and B

**8. \_\_\_\_\_ is not a part of BI Stack in SQL Server.**

- A. SSRS
- B. OBIEE**
- C. SSAS
- D. SSIS
- E. None of these

**9. The first step in a Stage-gate process is\_\_\_\_\_.**

- A. Generate ideas and concepts**
- B. Demonstrate a plan
- C. Initiate learning

- D. Develop a product
- E. All of these

10. **IS stands for \_\_\_\_\_.**

- A. Internal services
- B. Information systems**
- C. International sales
- D. Intelligent strategy
- E. None of these

11. Once getting problem identified with its causes, next step involved in;

- A. choosing team lead
- B. identifying solution to problem
- C. identifying the problem
- D. All of above**

12. Which system supports business processes end to end?

- a. Management System
- b. Accounting System
- c. Enterprise System**
- d. Functional Structure

13. 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**

14. 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

15. 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**

16. 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

17. \_\_\_\_\_ 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

18. \_\_\_\_\_ 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

19. What are the types of business reports?

- a) Annual Reports
- b) Legal Reports
- c) Quarterly Reports
- d) **All of the mentioned**

20. Obstacles to Business Intelligence in an Organization are:

- a) Earnings and Financial Forecasts
- b) Organisational Dimensions
- c) **Lack of BI Strategy**
- d) None of the above

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## UNIT-3

1. What is true about Data Visualization?

- 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.

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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

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

How will you  
graphically  
represent  
expenditure  
in different  
departments

?

- A.  
Column  
Chart
  - B.  
Line Chart
  - C.  
Pie Chart
-

D.  
Dot Chart

Answer : Pie  
Chart [Optio  
n : C]

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- Q      What type of chart is good for single series of data ?
- A.  
Column Chart
  - B.  
Line Chart
  - C.  
Pie Chart
  - D.  
Cone Chart

Answer : Pie Chart [Option : C]

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#### **UNIT-4**

1. \_\_\_\_ is an indicator of the measurement of success in any organization.
- a) Poka-Yoke
  - b) 5S
  - c) Performance Measures
  - d) Benchmarking

Answer: c

What is a Key Performance Indicator?



A way to assess employee behavior.



A synopsis of a business' digital marketing.



A measurable value for tracking business goals.



A look back at all the previous year's objectives.

**Key Performance Indicators may vary based on all of the following EXCEPT which?**

- a. Type of industry
- b. Business goals
- c. Departments
- d. Number of employees

**Which topic is NOT considered an human resources key performance indicator?**

- a. cost per hire
- b. scorecards
- c. **trend analysis**
- d. sales of a product

**In terms of key performance indicators for human resources, outsourcing data refers to**

- a. the cost around filling open positions and helps to determine the amount spent to hire a new employee.
- b. when a company utilizes outside companies to help handle workloads instead of the internal workforce.
- c. **the use of data to capture the number of employees the organization may need currently and in the future.**
- d. asking competitors about best practices

- At what stage of the production process do we start measuring First Pass Yield?
  - e. A. Tuning
  - f. B. Assembly
  - g. C. **Inspection**
  - h. D. Kitting

What does our On-Time To Promise KPI measure?

- e. A. Our ability to live up to our promises.
- f. B. The number of times we are late with our product delivery to customers.
- g. C. The percentage of time we produce our product on time.
- h. **D. The percentage of time we're successful at delivering the product when we promised our customers we would deliver it.**

When a product requires rework which KPIs are impacted?

- i. A. Manufacturing Lead Time and On Time To Promise.
- j. B. First Pass Yield.
- k. C. Productivity.
- l. **D. All of the these KPIs are impacted.**

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## UNIT-5

1. 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**

2. Which of the following areas are affected by BI?

- a) Revenue
- b) CRM**
- c) Sales
- d) All of the mentioned

3. 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

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 are direct benefits of Business Intelligence?

- a). **Decision making**
- b) Delivers data mining functionality
- c) Artificial intelligence
- d) All of the above

6. \_\_\_\_\_ in business intelligence allows huge data and reports to be read in a single graphical interface

- a) Reports

- b) OLAP
- c) **Dashboard**
- d) Warehouse

7. 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

8. 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

9. 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](#)

10. 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](#)

11. 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](#)

## **12. Business intelligence improves [marketing effectiveness](#) by enabling marketers to:**

- Analyze business data to uncover trends across product categories, SKUs, customers and regions
- Identify profitable customers who could participate in VIP, loyalty and reference/case study programs

- Use specific targeting to maximize revenue and minimize marketing overheads
- All of the above

**13. Benefits of using BI for sales include which of the following:**

- The ability to see your top and bottom customers by profit, sales value and margin
- The ability to compare sales over time, sales vs no sales, gap analysis, trend analysis and forecasting
- A more informed sales team who can make data driven decisions
- All of the above

**14. Business intelligence offers a real-time view of a company's financial picture. Which of the following can a finance manager access through BI?**

- Profit and loss, general ledger, and balance sheet figures
- The time it will take to complete a complex finance project
- The exact business turnover in 2025
- Their personal investment portfolio

15. Business intelligence equips enterprises to gain business advantage from data

- A. TRUE
- B. FALSE
- C. Can be true or false
- D. Can not say

16. 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**

17. Customer Relationship Management is about

- a) Acquiring the right customer
- b) Instituting the best processes
- c) Motivating employees

**d) All of the above**

Answer:D

18. CRM technology can help in

- a) Designing direct marketing efforts
- b) Developing new pricing models
- c) Processing transactions faster

**d) All of the above**

19. 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

20. 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**

21. 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

22. \_\_\_\_\_ 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

23. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

24. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

25. 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

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## **UNIT-6**

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

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.

**INCORRECT**

The final stage of an information audit is:

Your Answer: define information requirements.

Correct Answer: develop action plan.

---

8.

**INCORRECT**

Place the following in the appropriate order of transformation.

Your Answer: None of the above.

Correct Answer: Data, Information, Knowledge, Actions, Results.

---

9.

**INCORRECT**

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.

---

10.

**CORRECT**

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights and take solver 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 datavisualization?

- 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 functions lm.fit?

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

[View Answer](#)

Ans : A

Explanation: lm calls the lower level functions lm.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.

20. \_\_\_\_\_ is used for density plots?

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

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

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	A subject oriented integrated 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	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	24	Classification accuracy is	A subdivision of set of examples 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	B
	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 examples 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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by IFLA	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Reading centre's, story hours, exhibitions and reading to literature are forms of	Extension service	Service of a public library	Both	none of the above	C
	14 Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B
	15 Is a process of information	Books	CD-ROM	None of the above	C	
	16 Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D
	17 What is the collection of terms or records in MARC called?	System	Network	Website	Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is.......	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

**Q46. What are the real world applications of OLAP:**

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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
- iii. Data Preparation

**ii. Model Building**

- 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does not \_\_\_\_\_.
- A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

Answer: C

2. Which of the following are not done by Business Intelligence (BI) systems?
- A. 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.

Answer: B

3. Business Intelligence (BI) systems do not obtain their data by which of the following means?
- A. Read and process data from an operational database

- B. Process transactions
- C. Process extracts from operational databases
- D. Process data purchased from data vendors

Answer: B

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A. Dirty data
- B. Inconsistent data
- C. Too much data
- D. Non-integrated data

Answer: C

5. 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?

- A. Push
- B. Pull
- C. RFM
- D. OLAP

Answer: 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 four 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

B. support

C. lift

D. confidence

Answer: B

---

9. Business Intelligence (BI) reporting systems cannot do which of the following operations?

A. Filter data

B. Group data

C. Modify data

D. Both filter and group data

Answer: C

10. Which of the following is not a component of a data warehouse?

A. Data extraction/cleaning/preparation programs

B. Data warehouse data

C. Data metadata

- D. None of the above are data warehouse components.

Answer: C

11. Business Intelligence (BI) reporting analyses can be performed using \_\_\_\_\_.

- A. standard SQL only
- B. extensions to SQL only
- C. OLAP only
- D. both standard SQL and extensions to SQL

Answer: A

12. 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 \_\_\_\_\_.

- A. dirty data
- B. inconsistent data
- C. non-integrated data
- D. a "wrong format" problem

Answer: C

13. The reports generated by a reporting system are usually not delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

Answer: B

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

Answer: C

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

Answer: A

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

Answer: D

17. Which 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

Answer: A

18. 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\_\_\_\_\_.

- A. the basic probability
- B. support
- C. lift
- D. confidence

Answer: D

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A. cluster analysis only
- B. regression analysis only
- C. RFM analysis only
- D. both cluster analysis and regression analysis

Answer: C

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

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.

**INCORRECT**

The final stage of an information audit is:

Your Answer: define information requirements.

Correct Answer: develop action plan.

---

8.

**INCORRECT**

Place the following in the appropriate order of transformation.

Your Answer: None of the above.

Correct Answer: Data, Information, Knowledge, Actions, Results.

---

9.

**INCORRECT**

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.

---

10.

**CORRECT**

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights and take solver 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 datavisualization?

- 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 functions lm.fit?

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

[View Answer](#)

Ans : A

Explanation: lm calls the lower level functions lm.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.

20. \_\_\_\_\_ is used for density plots?

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

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

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	A subject oriented integrated 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	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	24	Classification accuracy is	A subdivision of set of examples 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	B
	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 examples 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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by IFLA	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Reading centre's, story hours, exhibitions and reading to literature are forms of	Extension service	Service of a public library	Both	none of the above	C
	14 Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B
	15 Is a process of information	Books	CD-ROM	None of the above	C	
	16 Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D
	17 What is the collection of terms or records in MARC called?	System	Network	Website	Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is.......	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 satisfies needs of managers, engineers and 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does not \_\_\_\_\_.
- A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

Answer: C

2. Which of the following are not done by Business Intelligence (BI) systems?
- A. 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.

Answer: B

3. Business Intelligence (BI) systems do not obtain their data by which of the following means?
- A. Read and process data from an operational database

- B. Process transactions
- C. Process extracts from operational databases
- D. Process data purchased from data vendors

Answer: B

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A. Dirty data
- B. Inconsistent data
- C. Too much data
- D. Non-integrated data

Answer: C

5. 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?

- A. Push
- B. Pull
- C. RFM
- D. OLAP

Answer: 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 four 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

B. support

C. lift

D. confidence

Answer: B

---

9. Business Intelligence (BI) reporting systems cannot do which of the following operations?

A. Filter data

B. Group data

C. Modify data

D. Both filter and group data

Answer: C

10. Which of the following is not a component of a data warehouse?

A. Data extraction/cleaning/preparation programs

B. Data warehouse data

C. Data metadata

- D. None of the above are data warehouse components.

Answer: C

11. Business Intelligence (BI) reporting analyses can be performed using \_\_\_\_\_.

- A. standard SQL only
- B. extensions to SQL only
- C. OLAP only
- D. both standard SQL and extensions to SQL

Answer: A

12. 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 \_\_\_\_\_.

- A. dirty data
- B. inconsistent data
- C. non-integrated data
- D. a "wrong format" problem

Answer: C

13. The reports generated by a reporting system are usually not delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

Answer: B

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

Answer: C

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

Answer: A

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

Answer: D

17. Which 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

Answer: A

18. 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\_\_\_\_\_.

- A. the basic probability
- B. support
- C. lift
- D. confidence

Answer: D

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A. cluster analysis only
- B. regression analysis only
- C. RFM analysis only
- D. both cluster analysis and regression analysis

Answer: C

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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



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## Business Intelligence Mock Test

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**0 of 50 questions are answered correctly**

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## Answer Sheet

- Q1) What is the advantage of ERP systems
  - 1.  totally integrated
  - 2.  centric database or data warehouse
  - 3.  works on functional modules thus they have high efficiency and productivity

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- Q2) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
  - 1. ✗ operational
  - 2. ✗ technical
  - 3. ✓ strategic
  - 4. ✗ None of the above
- Q3) Point out the wrong statement :
  - 1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
  - 2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
  - 3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
  - 4. ✗ All of the mentioned
- Q4) What is the goal of a customer relationship management system
  - 1. ✓ All of these
  - 2. ✗ Improving business relationships with customers
  - 3. ✗ driving sales growth
  - 4. ✗ Assisting in customer retention
- Q5) 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.
  - 1. ✗ clickstream analysis
  - 2. ✗ database marketing
  - 3. ✗ customer relationship management
  - 4. ✓ CRM analytics
- Q6) What does business intelligence helps knowledge workers understand
  - 1. ✗ Capabilities of the firm
  - 2. ✗ State of the art trends and future directions in the markets

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3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
4. ✓ All of the above
- Q7) Which factor usually determines when a data warehouse is scheduled for updation
    - 1. ✗ Calendar events
    - 2. ✗ System requirements
    - 3. ✓ Business requirements
    - 4. ✗ Volatility of operational data store
  - Q8) 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.
    - 1. ✗ best practice data mart
    - 2. ✗ business information warehouse
    - 3. ✗ business intelligence
    - 4. ✓ business warehouse
  - Q9) Which of the following permission setting provides internal computation permission ?
    - 1. ✗ Unsafe
    - 2. ✗ ExternalAccess
    - 3. ✓ safe
    - 4. ✗ All of the mentioned
  - Q10) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
    - 1. ✗ database
    - 2. ✓ server
    - 3. ✗ user
    - 4. ✗ none of the mentioned
  - Q11) This is the practice of dividing a customer base into groups of individuals that are similar in

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1. ✗ customer service chat
  2. ✗ customer managed relationship
  3. ✗ customer life cycle
  4. ✓ customer segmentation
- Q12) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q13) \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data
    1. ✗ Data warehouse
    2. ✗ MIS
    3. ✓ EIS
    4. ✗ All of the mentioned
  - Q14) Which measure in retail will help address theft and damage problem
    1. ✗ Allow more frequent stock turns
    2. ✓ Track current inventory, product sales and inventory received
    3. ✗ Perform more frequent inventory checks
    4. ✗ Monitor overall revenue associated with theft and damage
  - Q15) Which term describes the expansion of an analytical report to show detail along one dimension
    1. ✗ Pivot
    2. ✗ Roll up
    3. ✗ Compression
    4. ✓ Drill down

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1. ✗ cost sheets
  2. ✗ specification sheet
  3. ✓ documented procedures
  4. ✗ analysis report
- Q17) Which of the following is not a reason that operational data are difficult to read?
    1. ✓ Non-duplicated data
    2. ✗ Dirty data
    3. ✗ Missing values
    4. ✗ Non-integrated data
  - Q18) Parent-child hierarchies are automatically detected by the \_\_\_\_\_ Wizard
    1. ✗ Dimension
    2. ✗ Cube
    3. ✓ Dimension and Cube
    4. ✗ None of the mentioned
  - Q19) What is the important characteristic of good KPI
    1. ✗ Actionable
    2. ✗ Align with business goal effectively.
    3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
    4. ✓ All of the above
  - Q20) What activity be considered while selecting a data management system
    1. ✗ handle the complete data of organization
    2. ✗ boost up the organization performance.
    3. ✗ assure the privacy of the organization
    4. ✓ All of the above

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1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q22) Which ERP system module has order entry and purchasing details
    1. ✗ Financials
    2. ✗ Manufacturing
    3. ✓ Supply Chain Management
    4. ✗ Projects
  - Q23) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative
  - Q24) Which of the following does not form part of BI Stack in SQL Server ?
    1. ✗ SSRS
    2. ✗ SSIS
    3. ✗ SSAS
    4. ✓ OBIEE
  - Q25) What does business intelligence gain knowledge about
    1. ✗ Customers
    2. ✗ Competitors
    3. ✗ Partners
    4. ✓ All of the above
  - Q26) Who first used the term Business Intelligence in an article

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- 2. ✓ Hans Peter Luhn
  - 3. ✗ Cosby
  - 4. ✗ John Wiley
- Q27) **What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices**
    - 1. ✗ Eliminates the need for a data mart
    - 2. ✗ Facilitates the correction of errors at the branch office
    - 3. ✓ Provides a consistent corporate view of business information
    - 4. ✗ Eliminates the need for branch operational system reports
  - Q28) **Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge**
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✗ Automatic workflow system
    - 4. ✓ Knowledge management system
  - Q29) **What is the main benefit of business intelligence**
    - 1. ✗ Applicable for every part of Organization
    - 2. ✗ Quick answer to problem
    - 3. ✗ Find cause of Problem
    - 4. ✓ All of the above
  - Q30) **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.**
    - 1. ✗ clickstream analysis
    - 2. ✗ database marketing
    - 3. ✗ customer relationship management
    - 4. ✓ CRM analytics

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1. ✗ One time
  2. ✗ Short time frame
  3. ✗ Shorter engagements
  4. ✓ None of the above
- Q32) **Point out the correct statement :**
    1. ✗ The use of the word “cloud” makes reference to the two essential concepts
    2. ✓ Cloud computing abstracts systems by pooling and sharing resources
    3. ✗ cloud computing is nothing more than the Internet
    4. ✗ All of the mentioned
  - Q33) **What type of model is used for text retrieval**
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression
    4. ✗ Clustering
  - Q34) **What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface**
    1. ✓ EIS
    2. ✗ DSS
    3. ✗ Depends upon the data
    4. ✗ Dependant on input predictor
  - Q35) **What does M in MDM refers to**
    1. ✗ Main
    2. ✓ Master
    3. ✗ Maintain
    4. ✗ None of the above

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1. ✗ EnableFast1033Local
  2. ✗ EnableFast1036Locale
  3. ✓ EnableFast1033Locale
  4. ✗ EnableQuick1033Locale
- Q37) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    1. ✗ Perform full data refresh
    2. ✗ Append the summary data to the target
    3. ✗ Create a mirror image of the operational tables on another system
    4. ✓ Apply the net changes in the data
  - Q38) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.
    1. ✓ Balanced Scorecard
    2. ✗ Data Cube
    3. ✗ Dashboard
    4. ✗ All of the mentioned
  - Q39) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    1. ✗ spend management
    2. ✗ supplier relationship management
    3. ✓ hosted CRM
    4. ✗ Customer Information Control System
  - Q40) What is the benefit of storing attribute definitions as metadata
    1. ✗ Allows for bi-directional update of operational data
    2. ✗ Significantly enhances load time performance
    3. ✗ Reduces overall storage requirements

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- Q41) What is called for all of the steps required for a business process put together

1. ✗ Business process
2. ✓ Workflow
3. ✗ Steps
4. ✗ Document management system

- Q42) When was SAP R/3 was launched

1. ✗ 1973.0
2. ✗ 1981.0
3. ✓ 1992.0
4. ✗ 2000.0

- Q43) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are used to convert values.

1. ✓ BI
2. ✗ ETL
3. ✗ MIS
4. ✗ OBIEE

- Q44) Which tool is used for querying data warehouse

1. ✗ Database management systems
2. ✗ Picks and shovels
3. ✓ Data-mining tools
4. ✗ Data marts

- Q45) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

1. ✗ one-to-one
2. ✓ many-to-one
3. ✗ many-many

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- Q46) What is a subset of a data warehouse
  - 1. ✗ Database
  - 2. ✓ Data mart
  - 3. ✗ Data set
  - 4. ✗ Data storeroom
- Q47) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
  - 1. ✓ Data warehouse
  - 2. ✗ External intelligence gathering 'bots
  - 3. ✗ Artificial intelligence
  - 4. ✗ Competitive intelligence system
- Q48) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
  - 1. ✓ PermissionSet
  - 2. ✗ SetPermissionSet
  - 3. ✗ Permission
  - 4. ✗ None of the mentioned
- Q49) In Microsoft SQL Server 2005 Analysis Services (SSAS), a \_\_\_\_\_ is a language-specific representation of the name of a dimension.
  - 1. ✗ Translation
  - 2. ✓ Dimension translation
  - 3. ✗ Dim translation
  - 4. ✗ None of the mentioned
- Q50) 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 \_\_\_\_\_ .
  - 1. ✗ the basic probability
  - 2. ✗ support

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4. ✓ confidence

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## Business Intelligence Mock Test

**Your Score 4.00%**

**2 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) Which of the following is supported by data warehouse
  - 1. ✗ Data cube
  - 2. ✗ OLTP
  - 3. ✗ OLAP
  - 4. ✓ All of the above
- Q2) Which of the following is a data cleansing process
  - 1. ✗ Extracting only valid data
  - 2. ✓ Checking referential integrity

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4. ✗ Summarizing data
- Q3) Which method is usually used to minimize the effect of on-line disk failure in large data warehouse
    - 1. ✗ Striping
    - 2. ✗ Blocking
    - 3. ✓ Mirroring
    - 4. ✗ Double buffering
  - Q4) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
    - 1. ✗ operational
    - 2. ✗ technical
    - 3. ✓ strategic
    - 4. ✗ None of the above
  - Q5) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
    - 1. ✓ Aggregation
    - 2. ✗ Adhoc Query
    - 3. ✗ Atomic Data
    - 4. ✗ Cube
  - Q6) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
    - 1. ✓ Data staging
    - 2. ✗ Data integration
    - 3. ✗ ETL
    - 4. ✗ None of the mentioned
  - Q7) When business intelligence is focused on external competition then, it is
    - 1. ✗ External business intelligence

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- 3. ✗ Illegal
  - 4. ✓ Competitive intelligence
- Q8) Which type of dashboard provides information about failed ETL
- 1. ✓ operational
  - 2. ✗ technical
  - 3. ✗ strategic
  - 4. ✗ None of the above
- Q9) Which of the following may require the analysis of data from past, or present, or may look into future predictions
- 1. ✓ Query
  - 2. ✗ Result
  - 3. ✗ Summary
  - 4. ✗ None of the above
- Q10) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?
- 1. ✓ Database
  - 2. ✗ Membership
  - 3. ✗ Client
  - 4. ✗ Server
- Q11) Which of the measure is not needed for an impact on business
- 1. ✗ Focus on using information to deal with an important issue
  - 2. ✓ Provide excellent data
  - 3. ✗ Build discipline and precision into the decision-making process
  - 4. ✗ Provide the ability to customize BI information for each knowledge worker
- Q12) Which of the following namespace discover set of assemblies ?

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- 2. ✗ System.Refraction
  - 3. ✗ Sys.Reflection
  - 4. ✗ All of the mentioned
- Q13) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley
  - Q14) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    - 1. ✓ Data warehouse
    - 2. ✗ External intelligence gathering 'bots
    - 3. ✗ Artificial intelligence
    - 4. ✗ Competitive intelligence system
  - Q15) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
    - 1. ✓ Institutional performance management
    - 2. ✗ Gap analysis
    - 3. ✗ Slice and Dice
    - 4. ✗ None of the mentioned
  - Q16) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    - 1. ✗ one-to-one
    - 2. ✓ many-to-one
    - 3. ✗ many-many
    - 4. ✗ All of the mentioned
  - Q17) Which system manages a document through all stages of its life cycle

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2. ✗ Workflow system
3. ✓ Document management system
4. ✗ Automatic workflow system
- Q18) What type of management information system is intended to facilitate and support the information and decision-making needs of senior executives by providing easy access to both internal and external information relevant to meeting the strategic goals of the organization
    - 1. ✗ MIS
    - 2. ✗ MRP
    - 3. ✓ EIS
    - 4. ✗ DSS
  - Q19) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    - 1. ✗ Perform full data refresh
    - 2. ✗ Append the summary data to the target
    - 3. ✗ Create a mirror image of the operational tables on another system
    - 4. ✓ Apply the net changes in the data
  - Q20) Which of the following is not a component of a data warehouse?
    - 1. ✗ Metadata.
    - 2. ✗ Current detail data.
    - 3. ✗ Lightly summarized data.
    - 4. ✓ Component Key.
  - Q21) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    - 1. ✗ spend management
    - 2. ✗ supplier relationship management
    - 3. ✓ hosted CRM

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- Q22) 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.

1. ✗ best practice data mart
2. ✗ business information warehouse
3. ✗ business intelligence
4. ✓ business warehouse

- Q23) What type of data is integrated by Integrated Information Management Systems

1. ✗ structured
2. ✗ semi-structured
3. ✗ unstructured
4. ✓ All of the above

- Q24) Which of the following is a data cleansing process

1. ✗ Extracting only valid data
2. ✓ Checking referential integrity
3. ✗ Building dimensions
4. ✗ Summarizing data

- Q25) Which of the following is not an financial report

1. ✗ balance sheet
2. ✗ trial balance
3. ✗ quarterly financial statement
4. ✓ None of the above

- Q26) What functional areas are supported by an ERP

1. ✗ human resource management
2. ✗ accounting
3. ✗ manufacturing

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- Q27) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design
2. ✓ Visualization requirements
3. ✗ Data warehouse design
4. ✗ Data propagation methodology

- Q28) What activity be considered while selecting a data management system

1. ✗ handle the complete data of organization
2. ✗ boost up the organization performance.
3. ✗ assure the privacy of the organization
4. ✓ All of the above

- Q29) How MDM can be implemented as

1. ✗ a process
2. ✗ an infrastructure,
3. ✗ a tool
4. ✓ All of the above

- Q30) Which OLAP feature can breakdown the sales by city

1. ✓ Drill down
2. ✗ Roll up
3. ✗ Pivot
4. ✗ Dynamic calculation

- Q31) Which factor affects performance during definition phase of an OLAP cube

1. ✗ Number of measures
2. ✗ Number of source data transactions
3. ✓ Number of dimensions

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- Q32) Which of the following is not an deterrent to data quality
  - 1. ✗ Plausibility of values
  - 2. ✗ Devoid of delimiter in a flat file
  - 3. ✓ Nullification of redundancies
  - 4. ✗ Value deviations leading to noise
- Q33) Which measure will help in satisfying the changing analysis requirements of end-user's reports
  - 1. ✗ By redesigning the report template for each end user
  - 2. ✓ By allowing end users the flexibility to create their own reports
  - 3. ✗ By providing the current reports in softcopy format
  - 4. ✗ By allowing end users to define their own metadata
- Q34) When should data sources be identified in the data warehouse implementation process
  - 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing
  - 4. ✗ After selection of an extraction tool
- Q35) Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.
  - 1. ✗ child
  - 2. ✓ parent
  - 3. ✗ both child and parent
  - 4. ✗ None of the mentioned
- Q36) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
  - 1. ✗ customer managed relationship
  - 2. ✗ data mining
  - 3. ✓ permission marketing

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- Q37) 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.
  1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q38) What type of model is used for text retrieval
  1. ✓ Nearest Neighbour
  2. ✗ Linear regression
  3. ✗ Non-linear regression
  4. ✗ Clustering
- Q39) Which ERP system module has activity management, time and expense details
  1. ✗ Financials
  2. ✗ Manufacturing
  3. ✗ Supply Chain Management
  4. ✓ Projects
- Q40) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
  1. ✗ customer managed relationship
  2. ✗ data mining
  3. ✓ permission marketing
  4. ✗ one-to-one marketing
- Q41) Business Intelligence (BI) systems do not obtain their data by which of the following means?
  1. ✗ Read and process data from an operational database
  2. ✓ Process transactions

- Q42) What is the name of SaaS offering by SAP

1. ✓ Business ByDesign
2. ✗ GRC
3. ✗ Duet
4. ✗ PLM

- Q43) Point out the wrong statement :

1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
4. ✗ All of the mentioned

- Q44) Which ERP system module has order entry and purchasing details

1. ✗ Financials
2. ✗ Manufacturing
3. ✓ Supply Chain Management
4. ✗ Projects

- Q45) What is the benefit of storing attribute definitions as metadata

1. ✗ Allows for bi-directional update of operational data
2. ✗ Significantly enhances load time performance
3. ✗ Reduces overall storage requirements
4. ✓ Allows data load rules to be shared across multiple tools

- Q46) What is the important characteristic of good KPI

1. ✗ Actionable
2. ✗ Align with business goal effectively.
3. ✗ Improvement of one measurement of the organization doesn't hamper the other

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4. ✓ All of the above
- Q47) 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.
    1. ✗ customer service chat
    2. ✗ customer managed relationship
    3. ✗ customer life cycle
    4. ✓ customer segmentation
  - Q48) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q49) What is called for all of the steps required for a business process put together
    1. ✗ Business process
    2. ✓ Workflow
    3. ✗ Steps
    4. ✗ Document management system
  - Q50) What is the goal of a customer relationship management system
    1. ✓ All of these
    2. ✗ Improving business relationships with customers
    3. ✗ driving sales growth
    4. ✗ Assisting in customer retention

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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

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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

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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

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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

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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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

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.

**INCORRECT**

The final stage of an information audit is:

Your Answer: define information requirements.

Correct Answer: develop action plan.

---

8.

**INCORRECT**

Place the following in the appropriate order of transformation.

Your Answer: None of the above.

Correct Answer: Data, Information, Knowledge, Actions, Results.

---

9.

**INCORRECT**

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.

---

10.

**CORRECT**

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights and take solver 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 datavisualization?

- 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 functions lm.fit?

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

[View Answer](#)

Ans : A

Explanation: lm calls the lower level functions lm.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.

20. \_\_\_\_\_ is used for density plots?

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

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

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process		None of the above	A
	14	Data independence means	Data is defined separately and not included in program	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	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	B
	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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by IFLA	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Reading centre's, story hours, exhibitions and reading to literature are forms of	Extension service	Service of a public library	Both	none of the above	C
	14 Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B
	15 Is a process of information	Books	CD-ROM	None of the above	C	
	16 Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D
	17 What is the collection of terms or records in MARC called?	System	Network	Website	Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is.......	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does not \_\_\_\_\_.
- A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

Answer: C

2. Which of the following are not done by Business Intelligence (BI) systems?
- A. 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.

Answer: B

3. Business Intelligence (BI) systems do not obtain their data by which of the following means?
- A. Read and process data from an operational database

- B. Process transactions
- C. Process extracts from operational databases
- D. Process data purchased from data vendors

Answer: B

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A. Dirty data
- B. Inconsistent data
- C. Too much data
- D. Non-integrated data

Answer: C

5. 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?

- A. Push
- B. Pull
- C. RFM
- D. OLAP

Answer: 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 four 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

B. support

C. lift

D. confidence

Answer: B

---

9. Business Intelligence (BI) reporting systems cannot do which of the following operations?

A. Filter data

B. Group data

C. Modify data

D. Both filter and group data

Answer: C

10. Which of the following is not a component of a data warehouse?

A. Data extraction/cleaning/preparation programs

B. Data warehouse data

C. Data metadata

- D. None of the above are data warehouse components.

Answer: C

11. Business Intelligence (BI) reporting analyses can be performed using \_\_\_\_\_.

- A. standard SQL only
- B. extensions to SQL only
- C. OLAP only
- D. both standard SQL and extensions to SQL

Answer: A

12. 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 \_\_\_\_\_.

- A. dirty data
- B. inconsistent data
- C. non-integrated data
- D. a "wrong format" problem

Answer: C

13. The reports generated by a reporting system are usually not delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

Answer: B

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

Answer: C

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

Answer: A

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

Answer: D

17. Which 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

Answer: A

18. 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\_\_\_\_\_.

- A. the basic probability
- B. support
- C. lift
- D. confidence

Answer: D

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A. cluster analysis only
- B. regression analysis only
- C. RFM analysis only
- D. both cluster analysis and regression analysis

Answer: C

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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



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## Business Intelligence Mock Test

**Your Score 2.00%**

**1 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) \_\_\_\_\_ let you create external, user-defined functions using any common language runtime (CLR) language
  1. ✗ Aggregate
  2. ✓ Assemblies

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4. ✗ All of the mentioned
- Q2) Which type of dashboard provides information about failed ETL
    - 1. ✓ operational
    - 2. ✗ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q3) 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 \_\_\_\_\_.
    - 1. ✗ dirty data
    - 2. ✗ inconsistent data
    - 3. ✓ non-integrated data
    - 4. ✗ a "wrong format" problem
  - Q4) What activity be considered while selecting a data management system
    - 1. ✗ handle the complete data of organization
    - 2. ✗ boost up the organization performance.
    - 3. ✗ assure the privacy of the organization
    - 4. ✓ All of the above
  - Q5) What functional areas are supported by an ERP
    - 1. ✗ human resource management
    - 2. ✗ accounting
    - 3. ✗ manufacturing
    - 4. ✓ All of the above
  - Q6) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
    - 1. ✓ Data staging

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- 3. ✗ ETL
  - 4. ✗ None of the mentioned
- Q7) In Microsoft SQL Server 2005 Analysis Services (SSAS), a \_\_\_\_\_ is a language-specific representation of the name of a dimension.
    - 1. ✗ Translation
    - 2. ✓ Dimension translation
    - 3. ✗ Dim translation
    - 4. ✗ None of the mentioned
- Q8) Members of a \_\_\_\_\_ dimension can only be moved within the same level.
    - 1. ✗ readback
    - 2. ✓ writeback
    - 3. ✗ readwrite
    - 4. ✗ All of the mentioned
- Q9) Business intelligence (BI) is a broad category of application programs which includes :
    - 1. ✗ Decision support
    - 2. ✗ Data mining
    - 3. ✗ OLAP
    - 4. ✓ All of the mentioned
- Q10) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_ .
    - 1. ✗ the basic probability
    - 2. ✓ support
    - 3. ✗ lift
    - 4. ✗ confidence
- Q11) Which clustering technique models individual text items as vector space points for text mining

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- 2. ✗ Non-Hierarchical Agglomerative
- 3. ✗ Hierarchical Divisive
- 4. ✓ Hierarchical Agglomerative

- Q12) **What is a subset of a data warehouse**

- 1. ✗ Database
- 2. ✓ Data mart
- 3. ✗ Data set
- 4. ✗ Data storeroom

- Q13) **Which of the following does not form part of BI Stack in SQL Server ?**

- 1. ✗ SSRS
- 2. ✗ SSIS
- 3. ✗ SSAS
- 4. ✓ OBIEE

- Q14) **Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.**

- 1. ✗ child
- 2. ✓ parent
- 3. ✗ both child and parent
- 4. ✗ None of the mentioned

- Q15) **Who first used the term Business Intelligence in an article**

- 1. ✗ Juran
- 2. ✓ Hans Peter Luhn
- 3. ✗ Cosby
- 4. ✗ John Wiley

- Q16) **Which OLAP feature can breakdown the sales by city**

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- 2. ✗ Roll up
  - 3. ✗ Pivot
  - 4. ✗ Dynamic calculation
- Q17) Which of the following technique is usually driven by past experiences
    - 1. ✗ Nearest Neighbour
    - 2. ✓ Clustering
    - 3. ✗ Linear regression
    - 4. ✗ Non-linear regression
  - Q18) Which type of problem is suitable for using open API for solving analytic problem
    - 1. ✗ One time
    - 2. ✗ Short time frame
    - 3. ✗ Shorter engagements
    - 4. ✓ None of the above
  - Q19) Which of the following technique is usually driven by past experiences
    - 1. ✗ Nearest Neighbour
    - 2. ✓ Clustering
    - 3. ✗ Linear regression
    - 4. ✗ Non-linear regression
  - Q20) What is not an generic business objective
    - 1. ✗ Economical Operations
    - 2. ✗ Capacity for Expected Growth
    - 3. ✗ Timeliness in Responding to Inquiries and Reports
    - 4. ✓ None of the above
  - Q21) What is the important characteristic of good KPI
    - 1. ✗ Actionable

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- 3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
  - 4. ✓ All of the above
- Q22) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
- 1. ✓ Institutional performance management
  - 2. ✗ Gap analysis
  - 3. ✗ Slice and Dice
  - 4. ✗ None of the mentioned
- Q23) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
- 1. ✗ Roll-out
  - 2. ✗ Designing
  - 3. ✗ Planning
  - 4. ✓ Realization
- Q24) What type of model is used for text retrieval
- 1. ✓ Nearest Neighbour
  - 2. ✗ Linear regression
  - 3. ✗ Non-linear regression
  - 4. ✗ Clustering
- Q25) Which measure will help in satisfying the changing analysis requirements of end-user's reports
- 1. ✗ By redesigning the report template for each end user
  - 2. ✓ By allowing end users the flexibility to create their own reports
  - 3. ✗ By providing the current reports in softcopy format
  - 4. ✗ By allowing end users to define their own metadata

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1. ✗ Gathering confidential information from competitors
  2. ✗ Improving the timeliness and quality of decisions
  3. ✓ Improving the timeliness and quality of input for decision making
  4. ✗ All of the above
- Q27) Which of the following Sort order sorts and compares data in Analysis Services based on the bit patterns defined for each character ?
    1. ✗ BIN2 (\_BIN2)1
    2. ✓ Binary (\_BIN)1
    3. ✗ Case-sensitive (\_CS)
    4. ✗ Case-insensitive
  - Q28) What is the benefit of storing attribute definitions as metadata
    1. ✗ Allows for bi-directional update of operational data
    2. ✗ Significantly enhances load time performance
    3. ✗ Reduces overall storage requirements
    4. ✓ Allows data load rules to be shared across multiple tools
  - Q29) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q30) Which measure will help in implementing detailed reports for remote users but needed occasionally
    1. ✗ Provide summarized reports downloaded using FTP
    2. ✗ Create summarized and detailed templates distributed via e-mail

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4. ✓ Implement a web-based reporting tool with drill down capabilities
- Q31) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    - 1. ✗ Region and sales
    - 2. ✗ Stores and region
    - 3. ✓ Stores and time
    - 4. ✗ Stores, sales and product
  - Q32) When was SAP R/3 was launched
    - 1. ✗ 1973.0
    - 2. ✗ 1981.0
    - 3. ✓ 1992.0
    - 4. ✗ 2000.0
  - Q33) 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.
    - 1. ✓ database marketing
    - 2. ✗ marketing encyclopedia
    - 3. ✗ application integration
    - 4. ✗ business technology management
  - Q34) Point out the correct statement :
    - 1. ✗ The use of the word "cloud" makes reference to the two essential concepts
    - 2. ✓ Cloud computing abstracts systems by pooling and sharing resources
    - 3. ✗ cloud computing is nothing more than the Internet
    - 4. ✗ All of the mentioned
  - Q35) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    - 1. ✗ Eliminates the need for a data mart

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- 3. ✓ Provides a consistent corporate view of business information
  - 4. ✗ Eliminates the need for branch operational system reports
- Q36) Which of the following areas are affected by BI ?
- 1. ✗ Revenue
  - 2. ✓ CRM
  - 3. ✗ Sales
  - 4. ✗ All of the mentioned
- Q37) 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.
- 1. ✗ clickstream analysis
  - 2. ✗ database marketing
  - 3. ✗ customer relationship management
  - 4. ✓ CRM analytics
- Q38) When should data sources be identified in the data warehouse implementation process
- 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing
  - 4. ✗ After selection of an extraction tool
- Q39) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
- 1. ✗ customer managed relationship
  - 2. ✗ data mining
  - 3. ✓ permission marketing
  - 4. ✗ one-to-one marketing
- Q40) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface

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- 2. ✗ DSS
  - 3. ✗ Depends upon the data
  - 4. ✗ Dependant on input predictor
- Q41) What is the benefit of storing attribute definitions as metadata
    - 1. ✗ Allows for bi-directional update of operational data
    - 2. ✗ Significantly enhances load time performance
    - 3. ✗ Reduces overall storage requirements
    - 4. ✓ Allows data load rules to be shared across multiple tools
- Q42) 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 \_\_\_\_\_ .
    - 1. ✗ the basic probability
    - 2. ✗ support
    - 3. ✗ lift
    - 4. ✓ confidence
- Q43) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
    - 1. ✗ database
    - 2. ✓ server
    - 3. ✗ user
    - 4. ✗ none of the mentioned
- Q44) What does an application service provider do
    - 1. ✓ Provides software over the intranet
    - 2. ✗ Provides hardware over the internet
    - 3. ✗ Provides computer equipment
    - 4. ✗ None of the above

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1. ✗ Allow more frequent stock turns
  2. ✓ Track current inventory, product sales and inventory received
  3. ✗ Perform more frequent inventory checks
  4. ✗ Monitor overall revenue associated with theft and damage
- Q46) **What does business intelligence helps knowledge workers understand**
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above
  - Q47) **If functions in one assembly call functions in a separate assembly, you must register both assemblies in :**
    1. ✗ client
    2. ✓ server
    3. ✗ table
    4. ✗ none of the mentioned
  - Q48) **Which method will decompose a free form product code having size and color information**
    1. ✗ Mapping
    2. ✓ Parsing
    3. ✗ Using foreign keys
    4. ✗ Defining an intelligent primary key
  - Q49) **When time series information is given, what is the best statistical technique used to forecast the next six months**
    1. ✗ Cluster analysis
    2. ✗ Association analysis
    3. ✓ Trend analysis

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- Q50) What is the unit called, in which character text is parsed during term extraction

1. ✓ Word
2. ✗ Token
3. ✗ Element
4. ✗ Block

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(Formerly University of Pune)



## NOTIFICATION

**SUBJECT : CHANGE IN THE PROGRAMME OF FOLLOWING EXAMINATIONS OF OCTOBER/NOVEMBER 2020  
HELD IN APRIL/MAY 2021.**

**Reference :** Examination Timetables

In partial modification of the above timetables regarding programme of following Examination of Oct/Nov. 2020 held in April/May. 2021 it is hereby notified for the information of all concerned that the following Examination scheduled from 10th April, 2021 only for the below mentioned subject has been **added**.

### **REVISED PROGRAMME OF THE FOLLOWING EXAMINATION TO BE HELD**

Faculty	Course	Name of the Subject	New added Day, Date & Time of Examination
ENGINEERING	B.E. ELECTRONICS & TELECOMMUNICATION (2015 PATTERN)	<b>Elective-III</b> Audio and Speech Processing (404191C)	Saturday, 24-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. INSTRUMENTATION (2015 PATTERN)	Process Instrumentation (406268)	Friday, 23-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. ELECTRICAL (2015 PATTERN)	Electromagnetic Field (403144B)	Tuesday, 20-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. MECHANICAL (2012 PATTERN)	<b>Elective-IV</b> Design of Pumps Blowers And Compressors (402050C)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-I</b> Corrosion Engineering (409344C)	Friday, 30-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-III</b> 1. Food Technology (409351C) 2. Advanced Materials (409351D)	Saturday, 24-04-2021 3.00PM To 5.00PM.

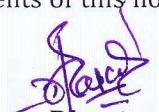
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-IV</b> Fuel Cell Technology (402052C)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. ELECTRONICS (2015 PATTERN)	<b>Elective-IV</b> Robotics (404212A)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. ELECTRONICS & TELECOMMUNICATION (2008 PATTERN)	Control Systems (304181)	Tuesday, 27-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. AUTOMOBILE (2015 PATTERN)	Design of Engine Components (316484)	Wednesday, 28-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. MECHANICAL SANDWICH (2015 PATTERN)	Materials and Manufacturing Engineering (Self Study-I) (302066)	Wednesday, 28-04-2021 3.00PM To 5.00PM.
ENGINEERING	M.C.A (2013 PATTERN)	Advanced Java (410901)	Tuesday, 04.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	DBMS (410902)	WEDNESDAY, 05.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	Operating Systems (410903)	THURSDAY, 06.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	OOAD (410904)	FRIDAY, 07.05.2021 09.00 A.M. TO 11.00 A.M.

The Principals of all affiliated colleges are requested to bring the contents of this notification to the notice of all concerned students, teachers and all other concerned.

Ganeshkhind,Pune 411007.

Ref. No. XC/80

Date: 12 /04/2021



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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 10.00%**

**5 of 50 questions are answered correctly**

10%

### Answer Sheet

- Q1) Which of the following is an unsupervised data mining technique?
  1. ✓ Cluster analysis only
  2. ✗ Regression Analysis only
  3. ✗ RFM Analysis only
  4. ✗ Both Regression Analysis and RFM Analysis
- Q2) Which clustering technique models individual text items as vector space points for text mining
  1. ✗ Non-Hierarchical Divisive
  2. ✗ Non-Hierarchical Agglomerative

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4. ✓ Hierarchical Agglomerative
- Q3) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

1. ✗ predictive technology

2. ✗ person disaster recovery

3. ✗ phase change

4. ✓ predictive modeling

- Q4) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_.

1. ✗ the basic probability

2. ✓ support

3. ✗ lift

4. ✗ person confidence

- Q5) Which measure will help in satisfying the changing analysis requirements of end-user's reports

1. ✗ By redesigning the report template for each end user

2. ✓ person By allowing end users the flexibility to create their own reports

3. ✗ By providing the current reports in softcopy format

4. ✗ By allowing end users to define their own metadata

- Q6) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design

2. ✓ Visualization requirements

3. ✗ Data warehouse design

4. ✗ person Data propagation methodology

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1. ✗ record transactions
  2. ✓ analyze and rank customers
  3. ✗ predict future sales using regression techniques
  4. ✗ perform OLAP
- Q8) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q9) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
    1. ✗ customer managed relationship
    2. ✗ data mining
    3. ✓ permission marketing
    4. ✗ one-to-one marketing
  - Q10) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q11) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
    1. ✓ Institutional performance management
    2. ✗ Gan analvis

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4. ✗ None of the mentioned
- Q12) Which of the measure is not needed for an impact on business
    - 1. ✗ Focus on using information to deal with an important issue
    - 2. ✓ Provide excellent data
    - 3. ✗ Build discipline and precision into the decision-making process
    - 4. ✗ Provide the ability to customize BI information for each knowledge worker
  - Q13) Which of the following is not an deterrent to data quality
    - 1. ✗ Plausibility of values
    - 2. ✗ Devoid of delimiter in a flat file
    - 3. ✓ Nullification of redundancies
    - 4. ✗ Value deviations leading to noise
  - Q14) Which system manages a document through all stages of its life cycle
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✓ Document management system
    - 4. ✗ Automatic workflow system
  - Q15) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q16) Which enterprise software's primary goal is to improve and streamline internal business processes
    - 1. ✗ SCM

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- 3. ✓ ERP
  - 4. ✗ None of the above
- Q17) What is the advantage of ERP systems
    - 1. ✗ totally integrated
    - 2. ✗ centric database or data warehouse
    - 3. ✗ works on functional modules thus they have high efficiency and productivity
    - 4. ✓ All of the above
  - Q18) What is not an PP process
    - 1. ✗ Repetitive manufacturing
    - 2. ✗ High volume production
    - 3. ✗ MTO
    - 4. ✓ None of the above
  - Q19) What functional areas are supported by an ERP
    - 1. ✗ human resource management
    - 2. ✗ accounting
    - 3. ✗ manufacturing
    - 4. ✓ All of the above
  - Q20) If the \_\_\_\_\_ setting is used, the execution context is corresponds to the Windows login user account IUSER\_servername on the server.
    - 1. ✗ ImpersonateAnon
    - 2. ✗ Anonymous
    - 3. ✓ ImpersonateAnonymous
    - 4. ✗ None of the mentioned
  - Q21) When time series information is given, what is the best statistical technique used to forecast the next six months

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- 2. ✗ Association analysis
  - 3. ✓ Trend analysis
  - 4. ✗ Multidimensional analysis
- Q22) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
    - 1. ✗ Centralized API approach
    - 2. ✗ Decentralized API approach
    - 3. ✓ Decentralized or interchange approach
    - 4. ✗ Centralized or repository approach
  - Q23) Which of the following is not a reason that operational data are difficult to read?
    - 1. ✓ Non-duplicated data
    - 2. ✗ Dirty data
    - 3. ✗ Missing values
    - 4. ✗ Non-integrated data
  - Q24) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    - 1. ✗ one-to-one
    - 2. ✓ many-to-one
    - 3. ✗ many-many
    - 4. ✗ All of the mentioned
  - Q25) Which type of dashboard, is used to measure the individual user growth within an organization
    - 1. ✗ operational
    - 2. ✓ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q26) Which method will decompose a free form product code having size and color information

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- 2. ✓ Parsing
- 3. ✗ Using foreign keys
- 4. ✗ Defining an intelligent primary key

- Q27) How MDM can be implemented as

- 1. ✗ a process
- 2. ✗ an infrastructure,
- 3. ✗ a tool
- 4. ✓ All of the above

- Q28) Which ERP system module has activity management, time and expense details

- 1. ✗ Financials
- 2. ✗ Manufacturing
- 3. ✗ Supply Chain Management
- 4. ✓ Projects

- Q29) What is the critical benefit of using ERP

- 1. ✗ Help reduce operating costs
- 2. ✗ Facilitate Day-to-Day Management
- 3. ✗ Support Strategic Planning
- 4. ✓ All of the above

- Q30) Which of the following areas are affected by BI ?

- 1. ✗ Revenue
- 2. ✓ CRM
- 3. ✗ Sales
- 4. ✗ All of the mentioned

- Q31) Which tool is used for querying data warehouse

- 1. ✗ Database management systems

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- 3. ✓ Data-mining tools
  - 4. ✗ Data marts
- Q32) Who first used the term Business Intelligence in an article
- 1. ✗ Juran
  - 2. ✓ Hans Peter Luhn
  - 3. ✗ Cosby
  - 4. ✗ John Wiley
- Q33) Which of the following is not supported by linked dimensions ?
- 1. ✗ readback
  - 2. ✓ writeback
  - 3. ✗ readwrite
  - 4. ✗ All of the mentioned
- Q34) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- 1. ✗ spend management
  - 2. ✗ supplier relationship management
  - 3. ✓ hosted CRM
  - 4. ✗ Customer Information Control System
- Q35) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
- 1. ✓ Aggregation
  - 2. ✗ Adhoc Query
  - 3. ✗ Atomic Data
  - 4. ✗ Cube
- Q36) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

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- 2. ✗ Inconsistent data
  - 3. ✓ Too much data
  - 4. ✗ Non-integrated data
- Q37) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
    - 1. ✓ EIS
    - 2. ✗ DSS
    - 3. ✗ Depends upon the data
    - 4. ✗ Dependant on input predictor
  - Q38) 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.
    - 1. ✗ clickstream analysis
    - 2. ✗ database marketing
    - 3. ✗ customer relationship management
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    - 1. ✗ Pivot
    - 2. ✗ Roll up
    - 3. ✗ Compression
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  - Q40) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley

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- 2. ✓ Checking referential integrity
  - 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q42) What is the benefit of storing attribute definitions as metadata
    - 1. ✗ Allows for bi-directional update of operational data
    - 2. ✗ Significantly enhances load time performance
    - 3. ✗ Reduces overall storage requirements
    - 4. ✓ Allows data load rules to be shared across multiple tools
  - Q43) What type of data is integrated by Integrated Information Management Systems
    - 1. ✗ structured
    - 2. ✗ semi-structured
    - 3. ✗ unstructured
    - 4. ✓ All of the above
  - Q44) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    - 1. ✗ Perform full data refresh
    - 2. ✗ Append the summary data to the target
    - 3. ✗ Create a mirror image of the operational tables on another system
    - 4. ✓ Apply the net changes in the data
  - Q45) Which of the following may require the analysis of data from past, or present, or may look into future predictions
    - 1. ✓ Query
    - 2. ✗ Result
    - 3. ✗ Summary
    - 4. ✗ None of the above



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1. ✓ Predictive capability
  2. ✗ Procedural knowledge
  3. ✗ Explicit programming
  4. ✗ Network access
- Q47) Which tool is used for querying data warehouse
    1. ✗ Database management systems
    2. ✗ Picks and shovels
    3. ✓ Data-mining tools
    4. ✗ Data marts
  - Q48) What is a subset of a data warehouse
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q49) 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 \_\_\_\_\_.
    1. ✗ the basic probability
    2. ✗ support
    3. ✗ lift
    4. ✓ confidence
  - Q50) What type of model is used for text retrieval
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression

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## Answer Sheet

- Q1) Which of the following is an unsupervised data mining technique?
  1. ✓ Cluster analysis only
  2. ✗ Regression Analysis only
  3. ✗ RFM Analysis only
  4. ✗ Both Regression Analysis and RFM Analysis
- Q2) Which clustering technique models individual text items as vector space points for text mining
  1. ✗ Non-Hierarchical Divisive
  2. ✗ Non-Hierarchical Agglomerative

4. ✓ Hierarchical Agglomerative

- Q3) In data mining, this is a technique used to predict future behavior and anticipate the

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0 rental transactions at a Video Store. There are for videos /video The probability that both Video C and Video D are .

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- Q5) Which measure will help in satisfying the changing analysis requirements of end-user's reports

1. ✗ By redesigning the report template for each end user
2. ✓ By allowing end users the flexibility to create their own reports
3. ✗ By providing the current reports in softcopy format
4. ✗ By allowing end users to define their own metadata

- Q6) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design
2. ✓ Visualization requirements
3. ✗ Data warehouse design
4. ✗ Data propagation methodology

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1. ✗ record transactions
2. ✓ 🚩 analyze and rank customers

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1. ✗ business warehouse

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3. ✓ permission marketing

4. ✗ one-to-one marketing

- Q10) 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.

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2. ✗ Devoid of delimiter in a flat file

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deal with an important issue

the decision-making process

the BI information for each knowledge worker

#### Current to data quality

through all stages of its life cycle

1. ✗ Business process management system

2. ✗ Workflow system

3. ✓ Document management system

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1. ✗ Customers

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3. ✗ Partners

4. ✓ All of the above

- Q16) Which enterprise software's primary goal is to improve and streamline internal business processes

1. ✗ SCM

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3. ✓ ERP

4. ✗ None of the above

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1. Repetitive manufacturing

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by an ERP

1. ✗ human resource management

2. ✗ accounting

3. ✗ manufacturing

4. ✓ All of the above

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2. ✗ Anonymous

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3. ✓ Trend analysis

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ps in integration with multi-vendor tools along with

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3. ✗ strategic
4. ✗ None of the above

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2. ✓ Parsing

3. ✗ Using foreign keys

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ity management, time and expense details

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• Q29) **What is the critical benefit of using ERP**

1. ✗ Help reduce operating costs
2. ✗ Facilitate Day-to-Day Management
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4. ✓ All of the above

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2. ✓ CRM
3. ✗ Sales
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• Q31) **Which tool is used for querying data warehouse**

1. ✗ Database management systems

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3. ✓ Data-mining tools

4. ✗ Data marts

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elligence in an article

ted by linked dimensions ?

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Company outsources some or all of its customer relationship management to a third-party service provider (ASP).

1. ✗ spend management

2. ✗ supplier relationship management

3. ✓ hosted CRM

4. ✗ Customer Information Control System

- Q35) Which term refers to combining all the information into a single user understandable form like sets, lists or graphs so that it follows a predefine pattern

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3. ✗ Atomic Data

4. ✗ Cube

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2. ✗ Inconsistent data

3. ✓ Too much data

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summarized and consolidate reports about ongoing aphical interface

- Q38) This is the processing of data about customers and their relationship with the enterprise in order to provide better service and lower cost.

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- ✓ Job assistance

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4. ✓ CRM analytics

- Q39) Which term describes the expansion of an analytical report to show detail along one dimension

1. ✗ Pivot
2. ✗ Roll up
3. ✗ Compression
4. ✓ Drill down

- Q40) Who first used the term Business Intelligence in an article

1. ✗ Juran
2. ✓ Hans Peter Luhn
3. ✗ Cosby
4. ✗ John Wiley

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2. ✓ Checking referential integrity

3. ✗ Building dimensions

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te definitions as metadata

operational data

performance

ents

red across multiple tools

tegrated Information Management Systems

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- ✓ Job assistance

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- Q44) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day

1. ✗ Perform full data refresh
2. ✗ Append the summary data to the target
3. ✗ Create a mirror image of the operational tables on another system
4. ✓ Apply the net changes in the data

- Q45) Which of the following may require the analysis of data from past, or present, or may look into future predictions

1. ✓ Query
2. ✗ Result
3. ✗ Summary
4. ✗ None of the above

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1. ✓ Predictive capability

2. ✗ Procedural knowledge

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warehouse

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4. ✗ Data storeroom

- Q49) 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 \_\_\_\_\_ .

1. ✗ the basic probability

2. ✗ support

3. ✗ lift

4. ✓ confidence

- Q50) What type of model is used for text retrieval

1. ✓ Nearest Neighbour

2. ✗ Linear regression

3. ✗ Non-linear regression

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## Business Intelligence Mock Test

**Your Score 6.00%**

**3 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
  1.  database
  2.  server

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4. ✗ none of the mentioned
- Q2) Which of the following property is set to zero so that all levels are not created ?
    1. ✗ Aggregatable
    2. ✓ IsAggregatable
    3. ✗ IsAggregate
    4. ✗ All of the mentioned
  - Q3) Business intelligence (BI) is a broad category of application programs which includes :
    1. ✗ Decision support
    2. ✗ Data mining
    3. ✗ OLAP
    4. ✓ All of the mentioned
  - Q4) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    1. ✗ Region and sales
    2. ✗ Stores and region
    3. ✓ Stores and time
    4. ✗ Stores, sales and product
  - Q5) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q6) What is the main benefit of using DSS
    1. ✗ Promotes learning or training

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3. ✗ Increases organizational control
4. ✓ All of the above
- Q7) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    1. ✗ spend management
    2. ✗ supplier relationship management
    3. ✓ hosted CRM
    4. ✗ Customer Information Control System
  - Q8) What is the main benefit of business intelligence
    1. ✗ Applicable for every part of Organization
    2. ✗ Quick answer to problem
    3. ✗ Find cause of Problem
    4. ✓ All of the above
  - Q9) Which of the following is not an financial report
    1. ✗ balance sheet
    2. ✗ trial balance
    3. ✗ quarterly financial statement
    4. ✓ None of the above
  - Q10) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
    1. ✗ customer managed relationship
    2. ✗ data mining
    3. ✓ permission marketing
    4. ✗ one-to-one marketing
  - Q11) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

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- 2. ✗ disaster recovery
  - 3. ✗ phase change
  - 4. ✓ predictive modeling
- Q12) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley
  - Q13) What is the most appropriate element of business intelligence architecture to discuss with end users
    - 1. ✗ Metadata design
    - 2. ✓ Visualization requirements
    - 3. ✗ Data warehouse design
    - 4. ✗ Data propagation methodology
  - Q14) Data mining applications are used accomplish which of the following tasks?
    - 1. ✗ Process transactions only
    - 2. ✗ Do RFM analysis only
    - 3. ✓ Do what-if analysis only
    - 4. ✗ Do both RFM and what-if analysis
  - Q15) What is called for all of the steps required for a business process put together
    - 1. ✗ Business process
    - 2. ✓ Workflow
    - 3. ✗ Steps
    - 4. ✗ Document management system
  - Q16) What type of model is used for text retrieval

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- 2. ✗ Linear regression
- 3. ✗ Non-linear regression
- 4. ✗ Clustering

- Q17) What does M in MDM refers to

- 1. ✗ Main
- 2. ✓ Master
- 3. ✗ Maintain
- 4. ✗ None of the above

- Q18) Point out the wrong statement :

- 1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
- 2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
- 3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
- 4. ✗ All of the mentioned

- Q19) What is not an PP process

- 1. ✗ Repetitive manufacturing
- 2. ✗ High volume production
- 3. ✗ MTO
- 4. ✓ None of the above

- Q20) Which ERP system module has order entry and purchasing details

- 1. ✗ Financials
- 2. ✗ Manufacturing
- 3. ✓ Supply Chain Management
- 4. ✗ Projects

- Q21) Which phase of BI life cycle, has the experts finalize the integration step of the Business

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1. ✗ Roll-out
  2. ✗ Designing
  3. ✗ Planning
  4. ✓ Realization
- Q22) Which system manages a document through all stages of its life cycle
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✓ Document management system
    4. ✗ Automatic workflow system
  - Q23) Which of the following namespace discover set of assemblies ?
    1. ✓ System.Reflection
    2. ✗ System.Refraction
    3. ✗ Sys.Reflection
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  - Q24) Which of the following is not an deterrent to data quality
    1. ✗ Plausibility of values
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  - Q25) If the \_\_\_\_\_ setting is used, the execution context is corresponds to the Windows login user account IUSER\_servername on the server.
    1. ✗ ImpersonateAnon
    2. ✗ Anonymous
    3. ✓ ImpersonateAnonymous
    4. ✗ None of the mentioned

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1. ✓ Provides software over the intranet
  2. ✗ Provides hardware over the internet
  3. ✗ Provides computer equipment
  4. ✗ None of the above
- Q27) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    1. ✗ Perform full data refresh
    2. ✗ Append the summary data to the target
    3. ✗ Create a mirror image of the operational tables on another system
    4. ✓ Apply the net changes in the data
  - Q28) Which of the following technique, is suitable for handling explicit knowledge
    1. ✗ CHAID
    2. ✓ Nearest neighbour
    3. ✗ ANOVA
    4. ✗ Linear Regression
  - Q29) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
    1. ✗ Relational
    2. ✗ Snowflake
    3. ✓ Star
    4. ✗ None of the mentioned
  - Q30) What is the prime characteristic of neural networks
    1. ✓ Predictive capability
    2. ✗ Procedural knowledge
    3. ✗ Explicit programming
    4. ✗ Network access

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1. ✓ Database
  2. ✗ Membership
  3. ✗ Client
  4. ✗ Server
- Q32) What is not an generic business objective
    1. ✗ Economical Operations
    2. ✗ Capacity for Expected Growth
    3. ✗ Timeliness in Responding to Inquiries and Reports
    4. ✓ None of the above
  - Q33) Which type of dashboard, is used to measure the individual user growth within an organization
    1. ✗ operational
    2. ✓ technical
    3. ✗ strategic
    4. ✗ None of the above
  - Q34) Which ERP system module has activity management, time and expense details
    1. ✗ Financials
    2. ✗ Manufacturing
    3. ✗ Supply Chain Management
    4. ✓ Projects
  - Q35) 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 \_\_\_\_\_.
    1. ✗ the basic probability
    2. ✗ support
    3. ✗ lift
    4. ✓ confidence

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1. ✗ Mapping
  2. ✓ Parsing
  3. ✗ Using foreign keys
  4. ✗ Defining an intelligent primary key
- Q37) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q38) In OLAP, we are interested in \_\_\_\_\_.
    1. ✗ levels only
    2. ✗ dimensions only
    3. ✗ measures only
    4. ✓ measures and dimensions
  - Q39) 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.
    1. ✗ customer service chat
    2. ✗ customer managed relationship
    3. ✗ customer life cycle
    4. ✓ customer segmentation
  - Q40) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_.
    1. ✗ record transactions
    2. ✓ analyze and rank customers
    3. ✗ predict future sales using regression techniques
    4. ✗ perform OLAP

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## ability to model enterprise dat

1. ✗ BizTalk
  2. ✓ BPML
  3. ✗ e-biz
  4. ✗ ebXML
- Q42) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q43) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
    1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
    2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
    3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
    4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
  - Q44) What does SOPs formation result in
    1. ✗ cost sheets
    2. ✗ specification sheet
    3. ✓ documented procedures
    4. ✗ analysis report
  - Q45) Which enterprise software's primary goal is to improve and streamline internal business processes
    1. ✗ SCM
    2. ✗ CRM

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4. ✗ None of the above
- Q46) 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 \_\_\_\_\_ .
    1. ✗ dirty data
    2. ✗ inconsistent data
    3. ✓ non-integrated data
    4. ✗ a "wrong format" problem
  - Q47) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✗ Automatic workflow system
    4. ✓ Knowledge management system
  - Q48) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative
  - Q49) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
    1. ✓ PermissionSet
    2. ✗ SetPermissionSet
    3. ✗ Permission
    4. ✗ None of the mentioned
  - Q50) What does business intelligence gain knowledge about
    1. ✗ Customers

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3. ✗ Partners

4. ✓ All of the above

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

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**0 of 50 questions are answered correctly**

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## Answer Sheet

- Q1) When should data sources be identified in the data warehouse implementation process
  - 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing

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- Q2) What is the objective of a business intelligence system
  - 1. ✗ Gathering confidential information from competitors
  - 2. ✗ Improving the timeliness and quality of decisions
  - 3. ✓ Improving the timeliness and quality of input for decision making
  - 4. ✗ All of the above
- Q3) Which type of dashboard provides information about failed ETL
  - 1. ✓ operational
  - 2. ✗ technical
  - 3. ✗ strategic
  - 4. ✗ None of the above
- Q4) Which of the following areas are affected by BI ?
  - 1. ✗ Revenue
  - 2. ✓ CRM
  - 3. ✗ Sales
  - 4. ✗ All of the mentioned
- Q5) If the \_\_\_\_\_ setting is used, the execution context corresponds to the Windows login user account IUSER\_servername on the server.
  - 1. ✗ ImpersonateAnon
  - 2. ✗ Anonymous
  - 3. ✓ ImpersonateAnonymous
  - 4. ✗ None of the mentioned
- Q6) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
  - 1. ✗ Relational
  - 2. ✗ Snowflake
  - 3. ✓ Star

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- Q7) 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.
  1. ✗ customer service chat
  2. ✗ customer managed relationship
  3. ✗ customer life cycle
  4. ✓ customer segmentation
- Q8) Which of the following is a data cleansing process
  1. ✗ Extracting only valid data
  2. ✓ Checking referential integrity
  3. ✗ Building dimensions
  4. ✗ Summarizing data
- Q9) Which of the following is not an deterrent to data quality
  1. ✗ Plausibility of values
  2. ✗ Devoid of delimiter in a flat file
  3. ✓ Nullification of redundancies
  4. ✗ Value deviations leading to noise
- Q10) What is the most appropriate element of business intelligence architecture to discuss with end users
  1. ✗ Metadata design
  2. ✓ Visualization requirements
  3. ✗ Data warehouse design
  4. ✗ Data propagation methodology
- Q11) When business intelligence is focused on external competition then, it is
  1. ✗ External business intelligence
  2. ✗ Smart
  3. ✗ Illegal

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- Q12) If functions in one assembly call functions in a separate assembly, you must register both assemblies in :
  1. ✗ client
  2. ✓ server
  3. ✗ table
  4. ✗ none of the mentioned
- Q13) What is the important characteristic of good KPI
  1. ✗ Actionable
  2. ✗ Align with business goal effectively.
  3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
  4. ✓ All of the above
- Q14) What is called for all of the steps required for a business process put together
  1. ✗ Business process
  2. ✓ Workflow
  3. ✗ Steps
  4. ✗ Document management system
- Q15) Point out the wrong statement :
  1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
  2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
  3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
  4. ✗ All of the mentioned
- Q16) What does an application service provider do
  1. ✓ Provides software over the intranet

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- 3. ✗ Provides computer equipment
  - 4. ✗ None of the above
- Q17) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
    - 1. ✗ operational
    - 2. ✗ technical
    - 3. ✓ strategic
    - 4. ✗ None of the above
- Q18) Business intelligence (BI) is a broad category of application programs which includes :
    - 1. ✗ Decision support
    - 2. ✗ Data mining
    - 3. ✗ OLAP
    - 4. ✓ All of the mentioned
- Q19) Members of a \_\_\_\_\_ dimension can only be moved within the same level.
    - 1. ✗ readback
    - 2. ✓ writeback
    - 3. ✗ readwrite
    - 4. ✗ All of the mentioned
- Q20) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
    - 1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
    - 2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
    - 3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
    - 4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
- Q21) 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.

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- 2. ✗ business information warehouse
- 3. ✗ business intelligence
- 4. ✓ business warehouse

- Q22) Which of the following permission setting provides internal computation permission ?
  - 1. ✗ Unsafe
  - 2. ✗ ExternalAccess
  - 3. ✓ safe
  - 4. ✗ All of the mentioned
- Q23) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
  - 1. ✓ Aggregation
  - 2. ✗ Adhoc Query
  - 3. ✗ Atomic Data
  - 4. ✗ Cube
- Q24) What is the prime characteristic of neural networks
  - 1. ✓ Predictive capability
  - 2. ✗ Procedural knowledge
  - 3. ✗ Explicit programming
  - 4. ✗ Network access
- Q25) \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data
  - 1. ✗ Data warehouse
  - 2. ✗ MIS
  - 3. ✓ EIS
  - 4. ✗ All of the mentioned

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- 2. ✗ Number of source data transactions
- 3. ✓ Number of dimensions
- 4. ✗ Number of referential integrity constraints

- Q27) When was SAP R/3 was launched

- 1. ✗ 1973.0
- 2. ✗ 1981.0
- 3. ✓ 1992.0
- 4. ✗ 2000.0

- Q28) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are used to convert values.

- 1. ✓ BI
- 2. ✗ ETL
- 3. ✗ MIS
- 4. ✗ OBIEE

- Q29) What is the main benefit of business intelligence

- 1. ✗ Applicable for every part of Organization
- 2. ✗ Quick answer to problem
- 3. ✗ Find cause of Problem
- 4. ✓ All of the above

- Q30) What does business intelligence gain knowledge about

- 1. ✗ Customers
- 2. ✗ Competitors
- 3. ✗ Partners
- 4. ✓ All of the above

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1. ✗ Customers
  2. ✗ Competitors
  3. ✗ Partners
  4. ✓ All of the above
- Q32) **What is a subset of a data warehouse**
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q33) **Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge**
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✗ Automatic workflow system
    4. ✓ Knowledge management system
  - Q34) **Business Intelligence (BI) systems do not obtain their data by which of the following means?**
    1. ✗ Read and process data from an operational database
    2. ✓ Process transactions
    3. ✗ Process extracts from operational databases
    4. ✗ Process data purchased from data vendors
  - Q35) **Which of the following technique is usually driven by past experiences**
    1. ✗ Nearest Neighbour
    2. ✓ Clustering
    3. ✗ Linear regression
    4. ✗ Non-linear regression

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- 1. ✗ Aggregate
  - 2. ✓ Assemblies
  - 3. ✗ Synonym
  - 4. ✗ All of the mentioned
- Q37) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_ .
    - 1. ✗ record transactions
    - 2. ✓ analyze and rank customers
    - 3. ✗ predict future sales using regression techniques
    - 4. ✗ perform OLAP
  - Q38) The reports generated by a reporting system are usually not delivered in which of the following media?
    - 1. ✗ Web portal
    - 2. ✓ Commercial courier service
    - 3. ✗ Digital dashboard
    - 4. ✗ E-Mail
  - Q39) Which of the following is not an financial report
    - 1. ✗ balance sheet
    - 2. ✗ trial balance
    - 3. ✗ quarterly financial statement
    - 4. ✓ None of the above
  - Q40) Which of the following property enables Analysis Services to use a faster algorithm for string hashing and comparison ?
    - 1. ✗ EnableFast1033Local
    - 2. ✗ EnableFast1036Locale
    - 3. ✓ EnableFast1033Locale

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1. ✗ One time
  2. ✗ Short time frame
  3. ✗ Shorter engagements
  4. ✓ None of the above
- Q42) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above
  - Q43) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q44) Which of the following does not form part of BI Stack in SQL Server ?
    1. ✗ SSRS
    2. ✗ SSIS
    3. ✗ SSAS
    4. ✓ OBIEE
  - Q45) In OLAP, we are interested in \_\_\_\_\_.
    1. ✗ levels only
    2. ✗ dimensions only
    3. ✗ measures only
    4. ✓ measures and dimensions

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1. ✗ Allows for bi-directional update of operational data
  2. ✗ Significantly enhances load time performance
  3. ✗ Reduces overall storage requirements
  4. ✓ Allows data load rules to be shared across multiple tools
- Q47) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_.
    1. ✗ the basic probability
    2. ✓ support
    3. ✗ lift
    4. ✗ confidence
  - Q48) Which term describes the expansion of an analytical report to show detail along one dimension
    1. ✗ Pivot
    2. ✗ Roll up
    3. ✗ Compression
    4. ✓ Drill down
  - Q49) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q50) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments

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## Business Intelligence Mock Test

**Your Score 2.00%**

1 of 50 questions are answered correctly

10%

## Answer Sheet

- Q1) This is an XML-based metalanguage developed by the Business Process Management Initiative (BPML) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise dat

1. ✗ BizTalk

2. ✓ BPML

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4. ✗ ebXML

- Q2) What is called for all of the steps required for a business process put together

1. ✗ Business process
2. ✓ Workflow
3. ✗ Steps
4. ✗ Document management system

- Q3) What data store would best support ad-hoc queries about of quarterly trends

1. ✓ Data Mart
2. ✗ Metadata
3. ✗ Transactional systems
4. ✗ Operational Data Store

- Q4) What is not an PP process

1. ✗ Repetitive manufacturing
2. ✗ High volume production
3. ✗ MTO
4. ✓ None of the above

- Q5) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

1. ✗ Dirty data
2. ✗ Inconsistent data
3. ✓ Too much data
4. ✗ Non-integrated data

- Q6) Which of the following is not an deterrent to data quality

1. ✗ Plausibility of values
2. ✗ Devoid of delimiter in a flat file

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4. ✗ Value deviations leading to noise
- Q7) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q8) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.
    1. ✓ Balanced Scorecard
    2. ✗ Data Cube
    3. ✗ Dashboard
    4. ✗ All of the mentioned
  - Q9) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
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    1. ✗ Gathering confidential information from competitors
    2. ✗ Improving the timeliness and quality of decisions
    3. ✓ Improving the timeliness and quality of input for decision making
    4. ✗ All of the above
  - Q11) What is the prime characteristic of neural networks
    1. ✓ Predictive capability

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- 3. ✗ Explicit programming
  - 4. ✗ Network access
- Q12) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
1. ✓ Institutional performance management
  2. ✗ Gap analysis
  3. ✗ Slice and Dice
  4. ✗ None of the mentioned
- Q13) Which of the following may require the analysis of data from past, or present, or may look into future predictions
1. ✓ Query
  2. ✗ Result
  3. ✗ Summary
  4. ✗ None of the above
- Q14) What type of model is used for text retrieval
1. ✓ Nearest Neighbour
  2. ✗ Linear regression
  3. ✗ Non-linear regression
  4. ✗ Clustering
- Q15) Which factor affects performance during definition phase of an OLAP cube
1. ✗ Number of measures
  2. ✗ Number of source data transactions
  3. ✓ Number of dimensions
  4. ✗ Number of referential integrity constraints
- Q16) Which of the following does not form part of BI Stack in SQL Server ?
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- 3. ✗ SSAS
  - 4. ✓ OBIEE
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    - 2. ✓ Visualization requirements
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    - 3. ✗ Permission
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  - Q19) Which of the following areas are affected by BI ?
    - 1. ✗ Revenue
    - 2. ✓ CRM
    - 3. ✗ Sales
    - 4. ✗ All of the mentioned
  - Q20) Which type of data sets, does k-means partitioning is suitable for
    - 1. ✗ Small data sets
    - 2. ✓ Separated clusters
    - 3. ✗ Spatial data sets
    - 4. ✗ Large data sets
  - Q21) Which term describes the expansion of an analytical report to show detail along one dimension
    - 1. ✗ Pivot

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- 3. ✗ Compression
  - 4. ✓ Drill down
- Q22) When business intelligence is focused on external competition then, it is
- 1. ✗ External business intelligence
  - 2. ✗ Smart
  - 3. ✗ Illegal
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  - 2. ✗ support
  - 3. ✗ lift
  - 4. ✓ confidence
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  - 3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
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- Q25) Which of the following is a data cleansing process
- 1. ✗ Extracting only valid data
  - 2. ✓ Checking referential integrity
  - 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q26) When was SAP R/3 was launched

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2. ✗ 1981.0

3. ✓ 1992.0

4. ✗ 2000.0

- Q27) Which type of dashboard provides information about failed ETL

1. ✓ operational

2. ✗ technical

3. ✗ strategic

4. ✗ None of the above

- Q28) Which of the following permission setting provides internal computation permission ?

1. ✗ Unsafe

2. ✗ ExternalAccess

3. ✓ safe

4. ✗ All of the mentioned

- Q29) How MDM can be implemented as

1. ✗ a process

2. ✗ an infrastructure,

3. ✗ a tool

4. ✓ All of the above

- Q30) BI can catalyze a business's success in terms of :

1. ✗ Distinguish the products and services that drive revenues

2. ✗ Rank customers and locations based on profitability

3. ✗ Ranks customers and locations based on probability

4. ✓ All of the mentioned

- Q31) If functions in one assembly call functions in a separate assembly, you must register both assemblies in :

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- 2. ✓ server
  - 3. ✗ table
  - 4. ✗ none of the mentioned
- Q32) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✗ Automatic workflow system
    - 4. ✓ Knowledge management system
  - Q33) Which tool is used for querying data warehouse
    - 1. ✗ Database management systems
    - 2. ✗ Picks and shovels
    - 3. ✓ Data-mining tools
    - 4. ✗ Data marts
  - Q34) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q35) Which of the following property is set to zero so that all levels are not created ?
    - 1. ✗ Aggregatable
    - 2. ✓ IsAggregatable
    - 3. ✗ IsAggregate
    - 4. ✗ All of the mentioned
  - Q36) The "F" in RFM analysis stands for \_\_\_\_\_ .

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- 2. ✗ freshness
  - 3. ✗ fast food
  - 4. ✗ fantasy
- Q37) Which method is usually used to minimize the effect of on-line disk failure in large data warehouse
    - 1. ✗ Striping
    - 2. ✗ Blocking
    - 3. ✓ Mirroring
    - 4. ✗ Double buffering
  - Q38) What is the unit called, in which character text is parsed during term extraction
    - 1. ✓ Word
    - 2. ✗ Token
    - 3. ✗ Element
    - 4. ✗ Block
  - Q39) Which ERP system module has order entry and purchasing details
    - 1. ✗ Financials
    - 2. ✗ Manufacturing
    - 3. ✓ Supply Chain Management
    - 4. ✗ Projects
  - Q40) Which type of dashboard, is used to measure the individual user growth within an organization
    - 1. ✗ operational
    - 2. ✓ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q41) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?

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- 2. ✗ Membership
  - 3. ✗ Client
  - 4. ✗ Server
- Q42) Business intelligence (BI) is a broad category of application programs which includes :
1. ✗ Decision support
  2. ✗ Data mining
  3. ✗ OLAP
  4. ✓ All of the mentioned

- Q43) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.

1. ✗ database
2. ✓ server
3. ✗ user
4. ✗ none of the mentioned

- Q44) What is the main benefit of business intelligence

1. ✗ Applicable for every part of Organization
2. ✗ Quick answer to problem
3. ✗ Find cause of Problem
4. ✓ All of the above

- Q45) Which ERP system module has activity management, time and expense details

1. ✗ Financials
2. ✗ Manufacturing
3. ✗ Supply Chain Management
4. ✓ Projects

- Q46) 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.

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- 2. ✗ business information warehouse
- 3. ✗ business intelligence
- 4. ✓ business warehouse

- Q47) Which of the following is not an deterrent to data quality

- 1. ✗ Plausibility of values
- 2. ✗ Devoid of delimiter in a flat file
- 3. ✓ Nullification of redundancies
- 4. ✗ Value deviations leading to noise

- Q48) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_ .

- 1. ✗ record transactions
- 2. ✓ analyze and rank customers
- 3. ✗ predict future sales using regression techniques
- 4. ✗ perform OLAP

- Q49) When should data sources be identified in the data warehouse implementation process

- 1. ✓ After user needs are defined
- 2. ✗ After schema design
- 3. ✗ After data cleansing
- 4. ✗ After selection of an extraction tool

- Q50) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system

- 1. ✗ Roll-out
- 2. ✗ Designing
- 3. ✗ Planning
- 4. ✓ Realization

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## Answer Sheet

- Q1) What is the main benefit of business intelligence

1.  Applicable for every part of Organization
2.  Quick answer to problem
3.  Find cause of Problem

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- Q2) When business intelligence is focused on external competition then, it is
  1. ✗ External business intelligence
  2. ✗ Smart
  3. ✗ Illegal
  4. ✓ Competitive intelligence
- Q3) 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 \_\_\_\_\_.
  1. ✗ the basic probability
  2. ✗ support
  3. ✗ lift
  4. ✓ confidence
- Q4) What functional areas are supported by an ERP
  1. ✗ human resource management
  2. ✗ accounting
  3. ✗ manufacturing
  4. ✓ All of the above
- Q5) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
  1. ✗ Business process management system
  2. ✗ Workflow system
  3. ✗ Automatic workflow system
  4. ✓ Knowledge management system
- Q6) Which ERP system module has order entry and purchasing details
  1. ✗ Financials
  2. ✗ Manufacturing

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4. ✗ Projects

- Q7) Which of the following is not an deterrent to data quality

1. ✗ Plausibility of values
2. ✗ Devoid of delimiter in a flat file
3. ✓ Nullification of redundancies
4. ✗ Value deviations leading to noise

- Q8) The \_\_\_\_\_ attribute is the attribute in a dimension that identifies the columns in the dimension main table that are used in foreign key relationships to the fact table.

1. ✗ Dim
2. ✓ KEY
3. ✗ PK
4. ✗ None of the mentioned

- Q9) This is an XML-based metalanguage developed by the Business Process Management Initiative (BPML) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise dat

1. ✗ BizTalk
2. ✓ BPML
3. ✗ e-biz
4. ✗ ebXML

- Q10) Which ERP system module has activity management, time and expense details

1. ✗ Financials
2. ✗ Manufacturing
3. ✗ Supply Chain Management
4. ✓ Projects

- Q11) 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 \_\_\_\_\_ .

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- 2. ✗ inconsistent data
  - 3. ✓ non-integrated data
  - 4. ✗ a "wrong format" problem
- Q12) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.
    1. ✗ predictive technology
    2. ✗ disaster recovery
    3. ✗ phase change
    4. ✓ predictive modeling
  - Q13) Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.
    1. ✗ child
    2. ✓ parent
    3. ✗ both child and parent
    4. ✗ None of the mentioned
  - Q14) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    1. ✗ one-to-one
    2. ✓ many-to-one
    3. ✗ many-many
    4. ✗ All of the mentioned
  - Q15) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative

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1. ✗ Metadata design
  2. ✓ Visualization requirements
  3. ✗ Data warehouse design
  4. ✗ Data propagation methodology
- Q17) Which type of problem is suitable for using open API for solving analytic problem
    1. ✗ One time
    2. ✗ Short time frame
    3. ✗ Shorter engagements
    4. ✓ None of the above
  - Q18) What is a subset of a data warehouse
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q19) 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.
    1. ✓ database marketing
    2. ✗ marketing encyclopedia
    3. ✗ application integration
    4. ✗ business technology management
  - Q20) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above

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1. ✗ Nearest Neighbour
  2. ✓ Clustering
  3. ✗ Linear regression
  4. ✗ Non-linear regression
- Q22) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
    1. ✓ EIS
    2. ✗ DSS
    3. ✗ Depends upon the data
    4. ✗ Dependant on input predictor
  - Q23) Which type of dashboard provides information about failed ETL
    1. ✓ operational
    2. ✗ technical
    3. ✗ strategic
    4. ✗ None of the above
  - Q24) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q25) Which of the following is a data cleansing process
    1. ✗ Extracting only valid data
    2. ✓ Checking referential integrity
    3. ✗ Building dimensions
    4. ✗ Summarizing data

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- Q26) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
  1. ✓ Institutional performance management
  2. ✗ Gap analysis
  3. ✗ Slice and Dice
  4. ✗ None of the mentioned
- Q27) What is the benefit of storing attribute definitions as metadata
  1. ✗ Allows for bi-directional update of operational data
  2. ✗ Significantly enhances load time performance
  3. ✗ Reduces overall storage requirements
  4. ✓ Allows data load rules to be shared across multiple tools
- Q28) What does SOPs formation result in
  1. ✗ cost sheets
  2. ✗ specification sheet
  3. ✓ documented procedures
  4. ✗ analysis report
- Q29) Which factor usually determines when a data warehouse is scheduled for updation
  1. ✗ Calendar events
  2. ✗ System requirements
  3. ✓ Business requirements
  4. ✗ Volatility of operational data store
- Q30) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
  1. ✗ Centralized API approach
  2. ✗ Decentralized API approach

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4. ✗ Centralized or repository approach
- Q31) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
    - 1. ✗ Roll-out
    - 2. ✗ Designing
    - 3. ✗ Planning
    - 4. ✓ Realization
  - Q32) What is the important characteristic of good KPI
    - 1. ✗ Actionable
    - 2. ✗ Align with business goal effectively.
    - 3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
    - 4. ✓ All of the above
  - Q33) Which of the following namespace discover set of assemblies ?
    - 1. ✓ System.Reflection
    - 2. ✗ System.Refraction
    - 3. ✗ Sys.Reflection
    - 4. ✗ All of the mentioned
  - Q34) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q35) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.

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- 2. ✗ Data Cube
  - 3. ✗ Dashboard
  - 4. ✗ All of the mentioned
- Q36) **What type of model is used for text retrieval**
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression
    4. ✗ Clustering
  - Q37) **Members of a \_\_\_\_\_ dimension can only be moved within the same level.**
    1. ✗ readback
    2. ✓ writeback
    3. ✗ readwrite
    4. ✗ All of the mentioned
  - Q38) **Which system manages a document through all stages of its life cycle**
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✓ Document management system
    4. ✗ Automatic workflow system
  - Q39) **Business Intelligence (BI) systems do not obtain their data by which of the following means?**
    1. ✗ Read and process data from an operational database
    2. ✓ Process transactions
    3. ✗ Process extracts from operational databases
    4. ✗ Process data purchased from data vendors
  - Q40) **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.**

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- 3. ✗ customer life cycle
  - 4. ✓ customer segmentation
- Q41) \_\_\_\_\_ let you create external, user-defined functions using any common language runtime (CLR) language
- 1. ✗ Aggregate
  - 2. ✓ Assemblies
  - 3. ✗ Synonym
  - 4. ✗ All of the mentioned
- Q42) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
- 1. ✗ Perform full data refresh
  - 2. ✗ Append the summary data to the target
  - 3. ✗ Create a mirror image of the operational tables on another system
  - 4. ✓ Apply the net changes in the data
- Q43) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
- 1. ✓ Data warehouse
  - 2. ✗ External intelligence gathering 'bots
  - 3. ✗ Artificial intelligence
  - 4. ✗ Competitive intelligence system
- Q44) What is the name of SaaS offering by SAP
- 1. ✓ Business ByDesign
  - 2. ✗ GRC
  - 3. ✗ Duet
  - 4. ✗ PLM
- Q45) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are

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1. ✓ BI
  2. ✗ ETL
  3. ✗ MIS
  4. ✗ OBIEE
- Q46) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
    1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
    2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
    3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
    4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
  - Q47) Which of the following property enables Analysis Services to use a faster algorithm for string hashing and comparison ?
    1. ✗ EnableFast1033Local
    2. ✗ EnableFast1036Locale
    3. ✓ EnableFast1033Locale
    4. ✗ EnableQuick1033Locale
  - Q48) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    1. ✗ Eliminates the need for a data mart
    2. ✗ Facilitates the correction of errors at the branch office
    3. ✓ Provides a consistent corporate view of business information
    4. ✗ Eliminates the need for branch operational system reports
  - Q49) Point out the wrong statement :
    1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
    2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed

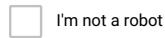
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4. ✗ All of the mentioned
- Q50) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    - 1. ✗ By redesigning the report template for each end user
    - 2. ✓ By allowing end users the flexibility to create their own reports
    - 3. ✗ By providing the current reports in softcopy format
    - 4. ✗ By allowing end users to define their own metadata

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## Business Intelligence Mock Test

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## Answer Sheet

- Q1) Which of the following is supported by data warehouse
  - 1. ✗ Data cube
  - 2. ✗ OLTP
  - 3. ✗ OLAP
  - 4. ✓ All of the above
- Q2) What is the main benefit of business intelligence
  - 1. ✗ Applicable for every part of Organization
  - 2. ✗ Quick answer to problem

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4. ✓ All of the above
- Q3) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    - 1. ✗ Eliminates the need for a data mart
    - 2. ✗ Facilitates the correction of errors at the branch office
    - 3. ✓ Provides a consistent corporate view of business information
    - 4. ✗ Eliminates the need for branch operational system reports
  - Q4) Which term describes the expansion of an analytical report to show detail along one dimension
    - 1. ✗ Pivot
    - 2. ✗ Roll up
    - 3. ✗ Compression
    - 4. ✓ Drill down
  - Q5) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    - 1. ✗ Region and sales
    - 2. ✗ Stores and region
    - 3. ✓ Stores and time
    - 4. ✗ Stores, sales and product
  - Q6) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?
    - 1. ✓ Database
    - 2. ✗ Membership
    - 3. ✗ Client
    - 4. ✗ Server
  - Q7) 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 dat

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2. ✓ BPML
3. ✗ e-biz
4. ✗ ebXML
- Q8) Which of the following permission setting provides internal computation permission ?
    1. ✗ Unsafe
    2. ✗ ExternalAccess
    3. ✓ safe
    4. ✗ All of the mentioned
  - Q9) What type of management information system uses knowledge-based systems
    1. ✗ MIS
    2. ✗ MRP
    3. ✗ EIS
    4. ✓ DSS
  - Q10) What does SOPs formation result in
    1. ✗ cost sheets
    2. ✗ specification sheet
    3. ✓ documented procedures
    4. ✗ analysis report
  - Q11) Which factor usually determines when a data warehouse is scheduled for updation
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    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q12) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge

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- 2. ✗ Workflow system
  - 3. ✗ Automatic workflow system
  - 4. ✓ Knowledge management system
- Q13) Which clustering technique models individual text items as vector space points for text mining
- 1. ✗ Non-Hierarchical Divisive
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- 1. ✗ Allows for bi-directional update of operational data
  - 2. ✗ Significantly enhances load time performance
  - 3. ✗ Reduces overall storage requirements
  - 4. ✓ Allows data load rules to be shared across multiple tools
- Q15) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
- 1. ✓ PermissionSet
  - 2. ✗ SetPermissionSet
  - 3. ✗ Permission
  - 4. ✗ None of the mentioned
- Q16) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- 1. ✗ spend management
  - 2. ✗ supplier relationship management
  - 3. ✓ hosted CRM
  - 4. ✗ Customer Information Control System
- Q17) Which of the following is a logical collection of data gathered from many databases and used to

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1. ✓ Data warehouse
  2. ✗ External intelligence gathering 'bots
  3. ✗ Artificial intelligence
  4. ✗ Competitive intelligence system
- Q18) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q19) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
    1. ✗ Relational
    2. ✗ Snowflake
    3. ✓ Star
    4. ✗ None of the mentioned
  - Q20) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q21) The reports generated by a reporting system are usually not delivered in which of the following media?
    1. ✗ Web portal
    2. ✓ Commercial courier service
    3. ✗ Digital dashboard

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- Q22) \_\_\_\_\_ is currency used to store transactions on which measures to be converted are based in SSAS.
  1. ✓ Local currency
  2. ✗ Pivot currency
  3. ✗ Global currency
  4. ✗ None of the mentioned
- Q23) 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.
  1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q24) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
  1. ✓ Data staging
  2. ✗ Data integration
  3. ✗ ETL
  4. ✗ None of the mentioned
- Q25) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
  1. ✗ Roll-out
  2. ✗ Designing
  3. ✗ Planning
  4. ✓ Realization
- Q26) What is the unit called, in which character text is parsed during term extraction
  1. ✓ Word

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- 3. ✗ Element
  - 4. ✗ Block
- Q27) What is the objective of a business intelligence system
1. ✗ Gathering confidential information from competitors
  2. ✗ Improving the timeliness and quality of decisions
  3. ✓ Improving the timeliness and quality of input for decision making
  4. ✗ All of the above

- Q28) Which factor usually determines when a data warehouse is scheduled for updation

1. ✗ Calendar events
2. ✗ System requirements
3. ✓ Business requirements
4. ✗ Volatility of operational data store

- Q29) Business Intelligence (BI) systems do not obtain their data by which of the following means?

1. ✗ Read and process data from an operational database
2. ✓ Process transactions
3. ✗ Process extracts from operational databases
4. ✗ Process data purchased from data vendors

- Q30) Which type of data sets, does k-means partitioning is suitable for

1. ✗ Small data sets
2. ✓ Separated clusters
3. ✗ Spatial data sets
4. ✗ Large data sets

- Q31) Which of the following is a data cleansing process

1. ✗ Extracting only valid data

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- 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q32) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
- 1. ✓ Institutional performance management
  - 2. ✗ Gap analysis
  - 3. ✗ Slice and Dice
  - 4. ✗ None of the mentioned
- Q33) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
- 1. ✓ EIS
  - 2. ✗ DSS
  - 3. ✗ Depends upon the data
  - 4. ✗ Dependant on input predictor
- Q34) What is the most appropriate element of business intelligence architecture to discuss with end users
- 1. ✗ Metadata design
  - 2. ✓ Visualization requirements
  - 3. ✗ Data warehouse design
  - 4. ✗ Data propagation methodology
- Q35) When time series information is given, what is the best statistical technique used to forecast the next six months
- 1. ✗ Cluster analysis
  - 2. ✗ Association analysis
  - 3. ✓ Trend analysis
  - 4. ✗ Multidimensional analysis
- Q36) In BI AP we are interested in

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2. ✗ dimensions only

3. ✗ measures only

4. ✓ measures and dimensions

- Q37) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

1. ✗ one-to-one

2. ✓ many-to-one

3. ✗ many-many

4. ✗ All of the mentioned

- Q38) What type of model is used for text retrieval

1. ✓ Nearest Neighbour

2. ✗ Linear regression

3. ✗ Non-linear regression

4. ✗ Clustering

- Q39) Which of the following may require the analysis of data from past, or present, or may look into future predictions

1. ✓ Query

2. ✗ Result

3. ✗ Summary

4. ✗ None of the above

- Q40) When business intelligence is focused on external competition then, it is

1. ✗ External business intelligence

2. ✗ Smart

3. ✗ Illegal

4. ✓ Competitive intelligence

- Q41) If functions in one assembly call functions in a separate assembly, you must register both

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- 2. ✓ server
  - 3. ✗ table
  - 4. ✗ none of the mentioned
- Q42) Which of the following is an unsupervised data mining technique?
    1. ✓ Cluster analysis only
    2. ✗ Regression Analysis only
    3. ✗ RFM Analysis only
    4. ✗ Both Regression Analysis and RFM Analysis
  - Q43) Which of the following is not an financial report
    1. ✗ balance sheet
    2. ✗ trial balance
    3. ✗ quarterly financial statement
    4. ✓ None of the above
  - Q44) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q45) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
    1. ✓ Aggregation
    2. ✗ Adhoc Query
    3. ✗ Atomic Data
    4. ✗ Cube
  - Q46) Who first used the term Business Intelligence in an article

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2. ✓ Hans Peter Luhn
3. ✗ Cosby
4. ✗ John Wiley
- Q47) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    - 1. ✓ Data warehouse
    - 2. ✗ External intelligence gathering 'bots
    - 3. ✗ Artificial intelligence
    - 4. ✗ Competitive intelligence system
  - Q48) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
    - 1. ✗ Centralized API approach
    - 2. ✗ Decentralized API approach
    - 3. ✓ Decentralized or interchange approach
    - 4. ✗ Centralized or repository approach
  - Q49) What type of management information system is intended to facilitate and support the information and decision-making needs of senior executives by providing easy access to both internal and external information relevant to meeting the strategic goals of the organization
    - 1. ✗ MIS
    - 2. ✗ MRP
    - 3. ✓ EIS
    - 4. ✗ DSS
  - Q50) 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 \_\_\_\_\_ .
    - 1. ✗ dirty data
    - 2. ✗ inconsistent data

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4. ✗ a "wrong format" problem

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# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 data validation 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 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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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"

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True
- ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. Outlier
- iv. Noise
- iii. None of these

Q46. What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. Collective Outlier
- iii. Point Outlier
- iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. Cluster
- ii. Proximity
- iii. Point
- iv. None of these

GOOD LUCK!!!

**ANSWER KEY:**

- |        |         |        |         |         |
|--------|---------|--------|---------|---------|
| 1. iii | 2. ii   | 3. iv  | 4. i    | 5. iv   |
| 6. iii | 7. iii  | 8. i   | 9. ii   | 10. iv  |
| 11. iv | 12. i   | 13. i  | 14. ii  | 15. iv  |
| 16. ii | 17. ii  | 18. i  | 19. ii  | 20. iii |
| 21. i  | 22. i   | 23. i  | 24. ii  | 25. i   |
| 26. ii | 27. i   | 28. ii | 29. iii | 30. iii |
| 31. i  | 32. i   | 33. i  | 34. ii  | 35. iv  |
| 36. ii | 37. iii | 38. i  | 39. i   | 40. ii  |
| 41. ii | 42. i   | 43. i  | 44. iii | 45. ii  |
| 46. iv | 47. i   | 48. iv | 49. ii  | 50. i   |

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 Center in 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 include 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 users 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 software tools 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.**

42 Which 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.

Answer Key:

- |     |      |      |
|-----|------|------|
| 1 C | 21 C | 41 D |
| 2 B | 22 C | 42 D |
| 3 C | 23 D | 43 D |
| 4 A | 24 A | 44 A |
| 5 B | 25 A | 45 A |
| 6 C | 26 A | 46 A |

7	D	27	D	47	D
8	D	28	A	48	C
9	D	29	D	49	A
10	C	30	B	50	A
11	D	31	D	51	C
12	A	32	D		
13	C	33	D		
14	C	34	C		
15	D	35	D		
16	A	36	A		
17	B	37	A		
18	D	38	A		
19	A	39	A		
20	B	40	A		

1.) Which 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 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 Business 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 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 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

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 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?

- A True
- B False

44.) Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

ALL THE BEST

## ANSWER KEY

1 B

2 A

3 D

4 B

11 B

12 B

13 A

14 C

21 D

22 B

23 A

24 D

5	B	15	A	25	D
6	D	16	C	26	A
7	C	17	B	27	D
8	A	18	B	28	A
9	D	19	D	29	D
10	B	20	A	30	C

31	C	41	B	51	A
32	D	42	C	52	A
33	D	43	A		
34	A	44	B		
35	B	45	C		
36	C	46	A		
37	C	47	A		
38	D	48	A		
39	A	49	D		
40	D	50	B		







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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. Processed data
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. Data -> Information -> Knowledge
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. Drill down
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence

d. Data Warehouse

13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. ETL
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

a. Continual

b. Interval-based

c. Once a Year

d. None of the above

20. 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 false

"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

Answers:

- 1. b
- 2. a
- 3. c
- 4. d
- 5. a
- 6. c
- 7. a
- 8. b
- 9. b
- 10. c
- 11. b
- 12. d
- 13. b
- 14. b
- 15. d
- 16. d

17. a

18. b

19. a

20. d

21. a

22. b

23. d

24. c

25. c

26. d

27. a

28. d

29. d

30. d

31. d

32. a

33. c

34. a

35. d

36. d

37. a

38. d

39. b

40. c

41. a

42. b

43. a

44. c

45. a

46. a

47. b

48. c

49. d

50. d

Unit	Department: Computer Engineering	Name of subject: Business Intelligence	Unit Number: 01 (Basics of Data Mining)	Name of faculty: Prof. Sulba Gadling		
Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1 Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4 Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5 Data can be store , retrive and updated in ...	SMTOP	OLTP	FTP	OLAP	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	Relational data.	Operational data.	Metadata.	Informational data	C
	8 _____ predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9 _____ is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10 _____ is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11 _____ defines the structure of the data held in operational databases and used by operational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12 _____ is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13 _____ maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14 _____ consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15 _____ consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16 _____ databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17 The star schema is composed of _____ fact table.	One	Two	Three	Four	A
	18 The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19 The key used in operational environment may not have an element of _____	Time	Cost	Frequency	Quality	A
	20 Data can be updated in _____ environment.	Data warehouse	Data mining	Operational	Informational	C
	21 Record cannot be updated in _____	OLTP	Files	RDBMS	Data Warehouse	D
	22 Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23 _____ is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24 _____ is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25 Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26 ..... is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	The various aspects of data mining methodologies is/are..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29 The output of KDD is .....	Data	Information	Query	Useful information	D
	30 Data mining can also applied to other forms such as ..... 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
2	1 The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2 Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3 Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4 Discriminating between spam and ham e-mails is task of classification	True	False			A
	5 In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6 It may be better to avoid the metrix of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7 Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9 A definiton of a concept is if it recognizes all the instances 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	B
	11 The out put of KDD is .....	Data	Information	Query	Useful information	D
	12 A definiton of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13 Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	A subject oriented integrated 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	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c)	D
	15 E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16 SET concept is used in	Network Model	Hierarchical Model	Relational Model	None of the above	D
	17 Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18 Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19 _____ produces the relation that has attributes of R1 and R2	Cartesian Product	Difference	Intersection	Product	A
	20 Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21 In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22 Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	24 Classification accuracy is	A subdivision of set of examples 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	B
	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 examples 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

	27	Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D	
3	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	A	
	2	What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C	
	3	In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C	
	4	What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B	
	5	What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B	
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B	
	7	What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D	
	8	Information has three dimensions. There are	Time, content, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B	
	9	According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments	C	
	10	..... represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D	
	11	Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B	
	12	Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A	
	13	The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D	
	14	..... support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A	
	15	Most DSS analyses are performed numerically with models.	mathematical	mental	iconic	analog	D	
	16	A user, systems software, a database, and a set of decision models form an( )	MIS	DSS	ESS	TPS	B	
	17	..... is a measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B	
	18	..... continues to make inroads in improving DSS.	Artificial intelligence	ERP	CRM	SCM	A	
	19	The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B	
	20	..... may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B	
	21	..... is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A	
	22	..... analysis is used to determine the robustness of any 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	A	
	23	..... models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A	
	24	..... models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B	
	25	..... are analogous to data marts	Model marts	Model database	Model repository	Model warehouses	A	
	26	There are ..... types of DSS agent.	four	three	five	two	C	
	27	What type of problem occurs when the problem solver understands no element or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B	
	28	The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B	
	29	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?	Problem solving	Problem	Decision making	Decision	D	
	30	According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C	
4	1	Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D	
	2	Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C	
	3	Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C	
	4	A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D	
	5	Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C	
	6	A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B	
	7	Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C	
	8	The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D	
	9	In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C	
	10	A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C	
	11	One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B	
	12	Classification of all types of libraries has been made by IFLA	UNISIST	UNESCO	INSDOC	C		
	13	Reading centre's, story hours, exhibitions and reading to literature are forms of ...	Extension service	Service of a public library	Both	none of the above	C	
	14	Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B	
	15	..... Is a process of information	Books	Computers	CD-ROM	None of the above	C	
	16	Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D	
	17	What is the collection of terms or records in MARC called?	System	Network	Website	Database	D	
	18	What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C	
	19	Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D	
	20	Information is.....	Raw Data	Processed Data	Input data	Organized data	D	
	21	Conference proceedings are considered as.....documents.	Conventional	Primary	Secondary	Tertiary	B	
	22	RSS feed is a tool of:	Graphic design	Web 1.0	Web 2.0	Architecture	C	
	23	An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C	
	24	One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C	
	25	Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D	
	26	The Farmington plan is associated with :	UNESCO assisted Model Public Library in India is located at :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27		Kolkata	Delhi	Mumbai	Chennai	B	

28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle
29	Shelf list facilitates.....	Classification	Weeding out	Stock verification	Documentation
30	Questionnaire is a :	Research method	Measurement technique	Tool for data collection	Data analysis technique
4	31 A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide
	32 "Controlled Group" is a term used in.....	Survey research	Historical research	Experimental research	Descriptive research
	33 Inductive logic proceeds from :	General to General	Particular to General	General to Particular	Particular to Particular
	34 The oldest and the largest Library Association in the world is.....	ALA	LA	IFLA	IASLIC
	35 Protocol means.....	Interchange of data between two devices	Interchange of data between two computers	Linkage between two computers	Linkage between two devices
	36 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
	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
	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.
	39 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
	40 The "I" in RFM analysis stands for	fast food	freshness	frequently	fantasy
	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
	42 Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.
	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
	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
	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
	46 In OLAP, we are interested in	levels only	dimensions only	measures only	measures and dimensions
	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
	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.	Has ordered recently, orders infrequently, but doesn't place a large order when she orders.	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
	49 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
	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

## **UNIT I: Basics of Data Mining**

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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

“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

## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.) Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 they 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii.  Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True
- ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. Outlier
- iii. Noise
- iv. None of these

Q46. What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. Collective Outlier
- iii. Point Outlier
- iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. Cluster
- ii. Proximity
- iii. Point
- iv. None of these

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

**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.

INCORRECT

The final stage of an information audit is:

**Your Answer:** define information requirements.

**Correct Answer:** develop action plan.

---

8.

INCORRECT

Place the following in the appropriate order of transformation.

**Your Answer:** None of the above.

**Correct Answer:** Data, Information, Knowledge, Actions, Results.

---

9.

INCORRECT

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.

---

10.

CORRECT

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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
  - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights andtake solver 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 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 functions lm.fit?

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

View Answer

Ans : A

Explanation: lm calls the lower level functions lm.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.

**20. \_\_\_\_\_ is used for density plots?**

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

**1. Which of the following method make vector of repeated values?**

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process		None of the above	A
	14	Data independence means	Data is defined separately and not included in program	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	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	B
	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 exampbles 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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of .....	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Informal self education is possible in what kind of library? 15 Is a process of information	Extension service	Service of a public library	Both	none of the above	C
	16 Feedback mechanism is a part of which service?	National Library Books	Public Library Computers	Specific Library CD-ROM	College Library None of the above	B C
	17 What is the collection of terms or records in MARC called?	Reprography System	CAS Network	Translation service Website	SDI Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is....	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at :	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does **not**\_\_\_\_\_.
  - A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

**Answer: C**

2. Which of the following are **not** done by Business Intelligence (BI) systems?
  - A. 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.

**Answer: B**

3. Business Intelligence (BI) systems do **not** obtain their data by which of the following means?
  - A. Read and process data from an operational database

- B.** Process transactions
- C.** Process extracts from operational databases
- D.** Process data purchased from data vendors

**Answer: B**

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A.** Dirty data
- B.** Inconsistent data
- C.** Too much data
- D.** Non-integrated data

**Answer: C**

5. 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?

- A.** Push
- B.** Pull
- C.** RFM
- D.** OLAP

**Answer: 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 four 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

**B.** support

**C.** lift

**D.** confidence

**Answer: B**

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9. Business Intelligence (BI) reporting systems **cannot** do which of the following operations?

**A.** Filter data

**B.** Group data

**C.** Modify data

**D.** Both filter and group data

**Answer: C**

10. Which of the following is **not** a component of a data warehouse?

**A.** Data extraction/cleaning/preparation programs

**B.** Data warehouse data

**C.** Data metadata

- D.** None of the above are data warehouse components.

**Answer: C**

11. Business Intelligence (BI) reporting analyses can be performed using\_\_\_\_\_.

- A.** standard SQL only
- B.** extensions to SQL only
- C.** OLAP only
- D.** both standard SQL and extensions to SQL

**Answer: A**

12. 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\_\_\_\_\_.

- A.** dirty data
- B.** inconsistent data
- C.** non-integrated data
- D.** a "wrong format" problem

**Answer: C**

13. The reports generated by a reporting system are usually **not** delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

**Answer: B**

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

**Answer: C**

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

**Answer: A**

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

**Answer: D**

17. Which 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

**Answer: A**

18. 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\_\_\_\_\_.

- A.** the basic probability
- B.** support
- C.** lift
- D.** confidence

**Answer: D**

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A.** cluster analysis only
- B.** regression analysis only
- C.** RFM analysis only
- D.** both cluster analysis and regression analysis

**Answer: C**

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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

Unit	Department: Computer Engineering	Name of subject: Business Intelligence	Unit Number: 01 (Basics of Data Mining)	Name of faculty: Prof. Sulba Gadling		
Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1 Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4 Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5 Data can be store , retrive and updated in ...	SMTOP	OLTP	FTP	OLAP	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	Relational data.	Operational data.	Metadata.	Informational data	C
	8 _____ predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9 _____ is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10 _____ is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11 _____ defines the structure of the data held in operational databases and used by operational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12 _____ is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13 _____ maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14 _____ consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15 _____ consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16 _____ databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17 The star schema is composed of _____ fact table.	One	Two	Three	Four	A
	18 The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19 The key used in operational environment may not have an element of _____	Time	Cost	Frequency	Quality	A
	20 Data can be updated in _____ environment.	Data warehouse	Data mining	Operational	Informational	C
	21 Record cannot be updated in _____	OLTP	Files	RDBMS	Data Warehouse	D
	22 Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23 _____ is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24 _____ is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25 Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26 _____ is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	The various aspects of data mining methodologies is/are..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29 The output of KDD is .....	Data	Information	Query	Useful information	D
	30 Data mining can also applied to other forms such as ..... 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
2	1 The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2 Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3 Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4 Discriminating between spam and ham e-mails is task of classification	True	False			A
	5 In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6 It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7 Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9 A definition of a concept is if it recognizes all the instances 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	B
	11 The output of KDD is .....	Data	Information	Query	Useful information	D
	12 A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13 Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	A subject oriented integrated 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	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c)	D
	15 E-R model uses this symbol to represent its weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16 SET concept is used in	Network Model	Hierarchical Model	Relational Model	None of the above	D
	17 Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18 Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19 _____ produces the relation that has attributes of R1 and R2	Cartesian Product	Difference	Intersection	Product	A
	20 Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21 In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22 Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	24 Classification accuracy is	A subdivision of set of examples 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	B
	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 examples 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

	27	Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2	What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3	In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4	What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5	What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7	What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8	Information has three dimensions. There are	Time, content, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9	According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments	C
	10	..... represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11	Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12	Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13	The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14	..... support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15	Most DSS analyses are performed numerically with models.	mathematical	mental	iconic	analog	D
	16	A user, systems software, a database, and a set of decision models form an( )	MIS	DSS	ESS	TPS	B
	17	..... is a measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18	..... continues to make inroads in improving DSS.	Artificial intelligence	ERP	CRM	SCM	A
	19	The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20	..... may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21	..... is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22	..... analysis is used to determine the robustness of any 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	A
	23	..... models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24	..... models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25	..... are analogous to data marts	Model marts	Model database	Model repository	Model warehouses	A
	26	There are ..... types of DSS agent.	four	three	five	two	C
	27	What type of problem occurs when the problem solver understands no element or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28	The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29	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?	Problem solving	Problem	Decision making	Decision	D
	30	According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1	Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2	Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3	Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4	A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5	Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6	A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7	Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8	The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9	In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10	A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11	One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12	Classification of all types of libraries has been made by IFLA	UNISIST	UNESCO	INSDOC	C	
	13	Reading centre's, story hours, exhibitions and reading to literature are forms of ...	Extension service	Service of a public library	Both	none of the above	C
	14	Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B
	15	..... Is a process of information	Books	Computers	CD-ROM	None of the above	C
	16	Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D
	17	What is the collection of terms or records in MARC called?	System	Network	Website	Database	D
	18	What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19	Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20	Information is.....	Raw Data	Processed Data	Input data	Organized data	D
	21	Conference proceedings are considered as.....documents.	Conventional	Primary	Secondary	Tertiary	B
	22	RSS feed is a tool of:	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23	An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24	One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25	Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26	The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27	UNESCO assisted Model Public Library in India is located at :	Kolkata	Delhi	Mumbai	Chennai	B

28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle
29	Shelf list facilitates.....	Classification	Weeding out	Stock verification	Documentation
30	Questionnaire is a :	Research method	Measurement technique	Tool for data collection	Data analysis technique
4	31 A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide
	32 "Controlled Group" is a term used in.....	Survey research	Historical research	Experimental research	Descriptive research
	33 Inductive logic proceeds from :	General to General	Particular to General	General to Particular	Particular to Particular
	34 The oldest and the largest Library Association in the world is.....	ALA	LA	IFLA	IASLIC
	35 Protocol means.....	Interchange of data between two devices	Interchange of data between two computers	Linkage between two computers	Linkage between two devices
	36 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
	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
	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.
	39 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
	40 The "I" in RFM analysis stands for	fast food	freshness	frequently	fantasy
	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
	42 Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.
	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
	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
	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
	46 In OLAP, we are interested in	levels only	dimensions only	measures only	measures and dimensions
	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
	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.	Has ordered recently, orders infrequently, but doesn't place a large order when she orders.	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
	49 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
	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

## **UNIT I: Basics of Data Mining**

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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

“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

## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 they 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True
- ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. Outlier
- iii. Noise
- iv. None of these

Q46. What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. Collective Outlier
- iii. Point Outlier
- iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. Cluster
- ii. Proximity
- iii. Point
- iv. None of these

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 data validation 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 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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True
- ii. False

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True
- ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. Outlier
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. All of these

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. Collective Outlier
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. Cluster
- ii. Proximity
- iii. Point
- iv. None of these

**GOOD LUCK!!!**

**ANSWER KEY:**

- |        |         |        |         |         |
|--------|---------|--------|---------|---------|
| 1. iii | 2. ii   | 3. iv  | 4. i    | 5. iv   |
| 6. iii | 7. iii  | 8. i   | 9. ii   | 10. iv  |
| 11. iv | 12. i   | 13. i  | 14. ii  | 15. iv  |
| 16. ii | 17. ii  | 18. i  | 19. ii  | 20. iii |
| 21. i  | 22. i   | 23. i  | 24. ii  | 25. i   |
| 26. ii | 27. i   | 28. ii | 29. iii | 30. iii |
| 31. i  | 32. i   | 33. i  | 34. ii  | 35. iv  |
| 36. ii | 37. iii | 38. i  | 39. i   | 40. ii  |
| 41. ii | 42. i   | 43. i  | 44. iii | 45. ii  |
| 46. iv | 47. i   | 48. iv | 49. ii  | 50. i   |

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 Center in 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 include 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 software tools 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.**

42 Which 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.

Answer Key:

1 C	21 C	41 D
2 B	22 C	42 D
3 C	23 D	43 D
4 A	24 A	44 A
5 B	25 A	45 A
6 C	26 A	46 A
7 D	27 D	47 D
8 D	28 A	48 C
9 D	29 D	49 A
10 C	30 B	50 A
11 D	31 D	51 C
12 A	32 D	
13 C	33 D	
14 C	34 C	
15 D	35 D	
16 A	36 A	
17 B	37 A	
18 D	38 A	
19 A	39 A	
20 B	40 A	

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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. False

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. Processed data
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. Data -> Information -> Knowledge
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. Drill down
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. Data Warehouse

13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. ETL
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

“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

Answers:

1. b
2. a
3. c
4. d
5. a
6. c

- 7. a
- 8. b
- 9. b
- 10. c
- 11. b
- 12. d
- 13. b
- 14. b
- 15. d
- 16. d
- 17. a
- 18. b
- 19. a
- 20. d
- 21. a
- 22. b
- 23. d
- 24. c
- 25. c
- 26. d
- 27. a
- 28. d
- 29. d
- 30. d
- 31. d
- 32. a
- 33. c
- 34. a
- 35. d
- 36. d
- 37. a
- 38. d
- 39. b
- 40. c
- 41. a
- 42. b
- 43. a
- 44. c
- 45. a
- 46. a
- 47. b
- 48. c
- 49. d
- 50. d



- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
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 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?  
A True  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All

- 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 with 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

ALL THE BEST

## ANSWER KEY

1 B	11 B	21 D
2 A	12 B	22 B
3 D	13 A	23 A
4 B	14 C	24 D
5 B	15 A	25 D
6 D	16 C	26 A
7 C	17 B	27 D
8 A	18 B	28 A
9 D	19 D	29 D
10 B	20 A	30 C
31 C	41 B	51 A
32 D	42 C	52 A
33 D	43 A	
34 A	44 B	
35 B	45 C	
36 C	46 A	
37 C	47 A	
38 D	48 A	
39 A	49 D	
40 D	50 B	





## **UNIT-1**

1.Which of the following level of managers develop short- and medium-range plans, schedules, and budgets and specify the policies, procedures, and business objectives for their sub-units of the company?

- A) Strategic                    B) **Tactical**                    C) Operational                    D)

Front line

2.Information that is outdated, inaccurate, or hard to understand would be very meaningful, useful, or valuable to you or other business professionals.

- A) True                        B) False

3.The emerging class of applications focuses on personalized decision support, modeling, information retrieval, data warehousing, what-if scenarios, and reporting is called:

- A) **Decision Support Trends**                    B) Decision Support History  
C) Decision Support models                        D) Decision Support class

4.The growth of corporate intranets, extranets, as well as the web, has accelerated the development and use of “executive class” information delivery and decision support software tools by lower levels of management and by individuals and teams of business professionals. This dramatic expansion has opened the door to the use of which of the following tool?

- A) **Business intelligence (BI)**                    B) Business Knowledge (BK)  
C) Business Ideas (BI)                              C) Busyness Intelligent (BI)

5.The Decision support systems use all of the following EXCEPT:

- A) Analytical models,                    B) Specialized databases

### C) Online Transaction processing

6 .Decision making is (simplistically) typically described as which of the following?

- a. deciding what is correct
- b. putting preferences on paper
- c. choosing among alternatives**
- d. processing information to completion.

7. A series of eight steps that begins with identifying a problem and decision criteria and allocating weights to those criteria; moves to developing, analyzing, and selecting an alternative that can resolve the problem; implements the alternative; and concludes with evaluating the decision's effectiveness is the \_\_\_\_\_.

- a. decision-making process**
- b .managerial process
- c. maximin style
- d. bounded rationality approach

8. The first step in the decision-making process is which of the following?

- a. developing decision criteria
- b. allocating weights to the criteria
- c. analyzing alternatives
- d. identifying a problem**

9. The process of selecting decision criteria is accomplished by \_\_\_\_\_.

- a. massaging the data that will support a given decision
- b. flipping a coin to produce a 50-50 chance of being right
- c. determining what is relevant in making the decision**
- d. examining the difference in the opportunities available

10.What should be a major characteristic of a DSS?

- A). Automates decision making.
- B). Includes a spreadsheet model.
- C). Responds quickly to the changing needs of decision makers.**

11.What is the most important component of a Decision Support System?

- A). Architecture and network design.
- B). Database.
- C). Mathematical models and analytical tools.
- D). User interface.**

12. Top-level managers use .....models to help them.

A – Operational    B- Tachtical    **C- Strategic**

13. Decision at the operational level tend to be more:

- A. Programmed decision**
- C. Semi-structured decision
- B- Tactical decision
- D- Unstructured decision

14.What is a data warehouse?

- A). A database application that searches for hidden patterns in a data base.
- B). A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.**
- C). An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.

15. What general type of DSS would include 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

16. Which of the following web sites provides organized information on a wide variety of Decision Support Systems topics?

A). <http://DSSResources.COM>

B).

<http://www.usatoday.com>

C). <http://www.zoogdisney.com>

D).

<http://www.hotmail.com>

17. Information has three dimensions. They are:-

A) Time, consent, and form

B) Time, content,

**and form**

C) Cost, content, and form

D) Time, content,

and Value

18. \_\_\_\_\_ were the original type of information system developed to support managerial decision making. An MIS produces information.

**A) Management information systems**

B) Decision Support systems

C) Management Tracking Systems

D) Strategic Information System

19. \_\_\_\_\_ represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.

- A) Data Entry Systems
- B) Data Analysis systems
- C) Database Management
- D) Data visualization systems**

20. Decision support system involves all of the following types of analytical modeling activities except?

- A) what-if analysis
- B) Sensitivity analysis
- C) Heuristics**
- D) optimization analysis

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## **UNIT-2**

1.What are the challenges to developing BI with semi-structured or unstructured data?

- unstructured data is stored in a huge variety of formats
- there is a need to develop a standardized terminology

**Both a and b**

Problem of format and terminology is just with unstructured data and not semi structured data

2. 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

3. 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

**4. one of the following is the Business intelligence broad category of application programs?**

- A. OLAP
- B. Data mining
- C. Decision support**
- D. Both A and B
- E. All of these

**5. which of the following is a central point from which all customer contacts are managed?**

- A. call center
- B. help system
- C. multichannel marketing
- D. contact centre**
- E. None of these

**6. Business intelligence affected by areas.**

- A. Sales
- B. CRM**
- C. Revenue
- D. Both A and B
- E. None of these

**7. \_\_\_\_\_ technique used to predict future behaviour and anticipate the consequences of change.**

- A. predictive modelling**
- B. disaster recovery
- C. predictive technology
- D. Digital Silhouettes
- E. Both A and B

**8. \_\_\_\_\_ is not a part of BI Stack in SQL Server.**

- A. SSRS
- B. OBIEE**
- C. SSAS
- D. SSIS
- E. None of these

**9. The first step in a Stage-gate process is\_\_\_\_\_.**

- A. Generate ideas and concepts**
- B. Demonstrate a plan
- C. Initiate learning

- D. Develop a product
- E. All of these

10. **IS stands for \_\_\_\_\_.**

- A. Internal services
- B. Information systems**
- C. International sales
- D. Intelligent strategy
- E. None of these

11. Once getting problem identified with its causes, next step involved in;

- A. choosing team lead
- B. identifying solution to problem
- C. identifying the problem
- D. All of above**

12. Which system supports business processes end to end?

- a. Management System
- b. Accounting System
- c. Enterprise System**
- d. Functional Structure

13. 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**

14. 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

15. 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**

16. 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

17. \_\_\_\_\_ 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

18. \_\_\_\_\_ 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

19. What are the types of business reports?

- a) Annual Reports
- b) Legal Reports
- c) Quarterly Reports
- d) All of the mentioned**

20. Obstacles to Business Intelligence in an Organization are:

- a) Earnings and Financial Forecasts
- b) Organisational Dimensions
- c) Lack of BI Strategy**
- d) None of the above

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## UNIT-3

1. What is true about Data Visualization?

- 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.

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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

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

How will you  
graphically  
represent  
expenditure  
in different  
departments

?

- A.  
Column  
Chart
  - B.  
Line Chart
  - C.  
Pie Chart
-

D.  
Dot Chart

Answer : Pie  
Chart [Optio  
n : C]

- 
- Q      What type of chart is good for single series of data ?
- A.      Column Chart
  - B.      Line Chart
  - C.      Pie Chart
  - D.      Cone Chart

Answer : Pie Chart [Option : C]

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#### **UNIT-4**

- 1. \_\_\_\_ is an indicator of the measurement of success in any organization.
- a) Poka-Yoke
- b) 5S
- c) Performance Measures
- d) Benchmarking

Answer: c

What is a Key Performance Indicator?



A way to assess employee behavior.



A synopsis of a business' digital marketing.



A measurable value for tracking business goals.



A look back at all the previous year's objectives.

**Key Performance Indicators may vary based on all of the following EXCEPT which?**

- a. Type of industry
- b. Business goals
- c. Departments
- d. Number of employees

**Which topic is NOT considered an human resources key performance indicator?**

- a. cost per hire
- b. scorecards
- c. **trend analysis**
- d. sales of a product

**In terms of key performance indicators for human resources, outsourcing data refers to**

- a. the cost around filling open positions and helps to determine the amount spent to hire a new employee.
- b. when a company utilizes outside companies to help handle workloads instead of the internal workforce.
- c. **the use of data to capture the number of employees the organization may need currently and in the future.**
- d. asking competitors about best practices

- At what stage of the production process do we start measuring First Pass Yield?
  - e. A. Tuning
  - f. B. Assembly
  - g. C. **Inspection**
  - h. D. Kitting

What does our On-Time To Promise KPI measure?

- e. A. Our ability to live up to our promises.
- f. B. The number of times we are late with our product delivery to customers.
- g. C. The percentage of time we produce our product on time.
- h. **D. The percentage of time we're successful at delivering the product when we promised our customers we would deliver it.**

When a product requires rework which KPIs are impacted?

- i. A. Manufacturing Lead Time and On Time To Promise.
- j. B. First Pass Yield.
- k. C. Productivity.
- l. **D. All of the these KPIs are impacted.**

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## UNIT-5

1. 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**

2. Which of the following areas are affected by BI?

- a) Revenue
- b) CRM**
- c) Sales
- d) All of the mentioned

3. 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

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 are direct benefits of Business Intelligence?

- a). **Decision making**
- b) Delivers data mining functionality
- c) Artificial intelligence
- d) All of the above

6. \_\_\_\_\_ in business intelligence allows huge data and reports to be read in a single graphical interface

- a) Reports

- b) OLAP
- c) **Dashboard**
- d) Warehouse

7. 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

8. 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

9. 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](#)

10. 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](#)

11. 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](#)

## **12. Business intelligence improves [marketing effectiveness](#) by enabling marketers to:**

- Analyze business data to uncover trends across product categories, SKUs, customers and regions
- Identify profitable customers who could participate in VIP, loyalty and reference/case study programs

- Use specific targeting to maximize revenue and minimize marketing overheads
- All of the above

**13. Benefits of using BI for sales include which of the following:**

- The ability to see your top and bottom customers by profit, sales value and margin
- The ability to compare sales over time, sales vs no sales, gap analysis, trend analysis and forecasting
- A more informed sales team who can make data driven decisions
- All of the above

**14. Business intelligence offers a real-time view of a company's financial picture. Which of the following can a finance manager access through BI?**

- Profit and loss, general ledger, and balance sheet figures
- The time it will take to complete a complex finance project
- The exact business turnover in 2025
- Their personal investment portfolio

15. Business intelligence equips enterprises to gain business advantage from data

- A. TRUE
- B. FALSE
- C. Can be true or false
- D. Can not say

16. 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**

17. Customer Relationship Management is about

- a) Acquiring the right customer
- b) Instituting the best processes
- c) Motivating employees

**d) All of the above**

Answer:D

18. CRM technology can help in

- a) Designing direct marketing efforts
- b) Developing new pricing models
- c) Processing transactions faster

**d) All of the above**

19. 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

20. 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**

21. 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

22. \_\_\_\_\_ 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

23. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

24. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

25. 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

\*\*\*\*\*  
\*\*\*\*\*  
\*\*\*\*\*

## **UNIT-6**

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

- 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.

INCORRECT

The final stage of an information audit is:

**Your Answer:** define information requirements.

**Correct Answer:** develop action plan.

---

8.

INCORRECT

Place the following in the appropriate order of transformation.

**Your Answer:** None of the above.

**Correct Answer:** Data, Information, Knowledge, Actions, Results.

---

9.

INCORRECT

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.

---

10.

CORRECT

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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
  - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights andtake solver 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 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 functions lm.fit?

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

View Answer

Ans : A

Explanation: lm calls the lower level functions lm.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.

**20. \_\_\_\_\_ is used for density plots?**

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

**1. Which of the following method make vector of repeated values?**

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process		None of the above	A
	14	Data independence means	Data is defined separately and not included in program	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	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	B
	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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of .....	IFLA	UNISIST.	UNESCO	INSDOC	C
	13 Informal self education is possible in what kind of library? 15 Is a process of information	Extension service	Service of a public library	Both	none of the above	C
	16 Feedback mechanism is a part of which service?	National Library Books	Public Library Computers	Specific Library CD-ROM	College Library None of the above	B C
	17 What is the collection of terms or records in MARC called?	Reprography System	CAS Network	Translation service Website	SDI Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is....	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at ;	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

**Q46. What are the real world applications of OLAP:**

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does **not** \_\_\_\_\_.
  - A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

**Answer: C**

2. Which of the following are **not** done by Business Intelligence (BI) systems?
  - A. 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.

**Answer: B**

3. Business Intelligence (BI) systems do **not** obtain their data by which of the following means?
  - A. Read and process data from an operational database

- B.** Process transactions
- C.** Process extracts from operational databases
- D.** Process data purchased from data vendors

**Answer: B**

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A.** Dirty data
- B.** Inconsistent data
- C.** Too much data
- D.** Non-integrated data

**Answer: C**

5. 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?

- |                |                |
|----------------|----------------|
| <b>A.</b> Push | <b>B.</b> Pull |
| <b>C.</b> RFM  | <b>D.</b> OLAP |

**Answer: 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 four 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

**B.** support

**C.** lift

**D.** confidence

**Answer: B**

---

9. Business Intelligence (BI) reporting systems **cannot** do which of the following operations?

**A.** Filter data

**B.** Group data

**C.** Modify data

**D.** Both filter and group data

**Answer: C**

10. Which of the following is **not** a component of a data warehouse?

**A.** Data extraction/cleaning/preparation programs

**B.** Data warehouse data

**C.** Data metadata

- D.** None of the above are data warehouse components.

**Answer: C**

11. Business Intelligence (BI) reporting analyses can be performed using\_\_\_\_\_.

- A.** standard SQL only
- B.** extensions to SQL only
- C.** OLAP only
- D.** both standard SQL and extensions to SQL

**Answer: A**

12. 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\_\_\_\_\_.

- A.** dirty data
- B.** inconsistent data
- C.** non-integrated data
- D.** a "wrong format" problem

**Answer: C**

13. The reports generated by a reporting system are usually **not** delivered in which of the following media?

- A.** Web portal
- B.** Commercial courier service
- C.** Digital dashboard
- D.** E-Mail

**Answer: B**

14. Data mining applications are used accomplish which of the following tasks?

- A.** Process transactions only
- B.** Do RFM analysis only
- C.** Do what-if analysis only
- D.** Do both RFM and what-if analysis

**Answer: C**

15. Which of the following is an unsupervised data mining technique?

- A.** Cluster analysis only
- B.** Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

**Answer: A**

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

**Answer: D**

17. Which 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

**Answer: A**

18. 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\_\_\_\_\_.

- A.** the basic probability
- B.** support
- C.** lift
- D.** confidence

**Answer: D**

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A.** cluster analysis only
- B.** regression analysis only
- C.** RFM analysis only
- D.** both cluster analysis and regression analysis

**Answer: C**

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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



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## Business Intelligence Mock Test

**Your Score 0.00%**

**0 of 50 questions are answered correctly**

0%

## Answer Sheet

- **Q1) What is the advantage of ERP systems**
  1.  totally integrated
  2.  centric database or data warehouse
  3.  works on functional modules thus they have high efficiency and productivity

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- Q2) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
  - 1. ✗ operational
  - 2. ✗ technical
  - 3. ✓ strategic
  - 4. ✗ None of the above
- Q3) Point out the wrong statement :
  - 1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
  - 2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
  - 3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
  - 4. ✗ All of the mentioned
- Q4) What is the goal of a customer relationship management system
  - 1. ✓ All of these
  - 2. ✗ Improving business relationships with customers
  - 3. ✗ driving sales growth
  - 4. ✗ Assisting in customer retention
- Q5) 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.
  - 1. ✗ clickstream analysis
  - 2. ✗ database marketing
  - 3. ✗ customer relationship management
  - 4. ✓ CRM analytics
- Q6) What does business intelligence helps knowledge workers understand
  - 1. ✗ Capabilities of the firm
  - 2. ✗ State of the art trends and future directions in the markets

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3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
4. ✓ All of the above
- Q7) Which factor usually determines when a data warehouse is scheduled for updation
    - 1. ✗ Calendar events
    - 2. ✗ System requirements
    - 3. ✓ Business requirements
    - 4. ✗ Volatility of operational data store
  - Q8) 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.
    - 1. ✗ best practice data mart
    - 2. ✗ business information warehouse
    - 3. ✗ business intelligence
    - 4. ✓ business warehouse
  - Q9) Which of the following permission setting provides internal computation permission ?
    - 1. ✗ Unsafe
    - 2. ✗ ExternalAccess
    - 3. ✓ safe
    - 4. ✗ All of the mentioned
  - Q10) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
    - 1. ✗ database
    - 2. ✓ server
    - 3. ✗ user
    - 4. ✗ none of the mentioned
  - Q11) This is the practice of dividing a customer base into groups of individuals that are similar in

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1. ✗ customer service chat
  2. ✗ customer managed relationship
  3. ✗ customer life cycle
  4. ✓ customer segmentation
- Q12) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q13) \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data
    1. ✗ Data warehouse
    2. ✗ MIS
    3. ✓ EIS
    4. ✗ All of the mentioned
  - Q14) Which measure in retail will help address theft and damage problem
    1. ✗ Allow more frequent stock turns
    2. ✓ Track current inventory, product sales and inventory received
    3. ✗ Perform more frequent inventory checks
    4. ✗ Monitor overall revenue associated with theft and damage
  - Q15) Which term describes the expansion of an analytical report to show detail along one dimension
    1. ✗ Pivot
    2. ✗ Roll up
    3. ✗ Compression
    4. ✓ Drill down

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1. ✗ cost sheets
  2. ✗ specification sheet
  3. ✓ documented procedures
  4. ✗ analysis report
- Q17) Which of the following is not a reason that operational data are difficult to read?
    1. ✓ Non-duplicated data
    2. ✗ Dirty data
    3. ✗ Missing values
    4. ✗ Non-integrated data
  - Q18) Parent-child hierarchies are automatically detected by the \_\_\_\_\_ Wizard
    1. ✗ Dimension
    2. ✗ Cube
    3. ✓ Dimension and Cube
    4. ✗ None of the mentioned
  - Q19) What is the important characteristic of good KPI
    1. ✗ Actionable
    2. ✗ Align with business goal effectively.
    3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
    4. ✓ All of the above
  - Q20) What activity be considered while selecting a data management system
    1. ✗ handle the complete data of organization
    2. ✗ boost up the organization performance.
    3. ✗ assure the privacy of the organization
    4. ✓ All of the above

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1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q22) Which ERP system module has order entry and purchasing details
    1. ✗ Financials
    2. ✗ Manufacturing
    3. ✓ Supply Chain Management
    4. ✗ Projects
  - Q23) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative
  - Q24) Which of the following does not form part of BI Stack in SQL Server ?
    1. ✗ SSRS
    2. ✗ SSIS
    3. ✗ SSAS
    4. ✓ OBIEE
  - Q25) What does business intelligence gain knowledge about
    1. ✗ Customers
    2. ✗ Competitors
    3. ✗ Partners
    4. ✓ All of the above
  - Q26) Who first used the term Business Intelligence in an article

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- 2. ✓ Hans Peter Luhn
  - 3. ✗ Cosby
  - 4. ✗ John Wiley
- Q27) **What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices**
    1. ✗ Eliminates the need for a data mart
    2. ✗ Facilitates the correction of errors at the branch office
    3. ✓ Provides a consistent corporate view of business information
    4. ✗ Eliminates the need for branch operational system reports
  - Q28) **Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge**
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✗ Automatic workflow system
    4. ✓ Knowledge management system
  - Q29) **What is the main benefit of business intelligence**
    1. ✗ Applicable for every part of Organization
    2. ✗ Quick answer to problem
    3. ✗ Find cause of Problem
    4. ✓ All of the above
  - Q30) **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.**
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics

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1. ✗ One time
  2. ✗ Short time frame
  3. ✗ Shorter engagements
  4. ✓ None of the above
- Q32) **Point out the correct statement :**
    1. ✗ The use of the word “cloud” makes reference to the two essential concepts
    2. ✓ Cloud computing abstracts systems by pooling and sharing resources
    3. ✗ cloud computing is nothing more than the Internet
    4. ✗ All of the mentioned
  - Q33) **What type of model is used for text retrieval**
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression
    4. ✗ Clustering
  - Q34) **What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface**
    1. ✓ EIS
    2. ✗ DSS
    3. ✗ Depends upon the data
    4. ✗ Dependant on input predictor
  - Q35) **What does M in MDM refers to**
    1. ✗ Main
    2. ✓ Master
    3. ✗ Maintain
    4. ✗ None of the above

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1. ✗ EnableFast1033Local
  2. ✗ EnableFast1036Locale
  3. ✓ EnableFast1033Locale
  4. ✗ EnableQuick1033Locale
- Q37) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    1. ✗ Perform full data refresh
    2. ✗ Append the summary data to the target
    3. ✗ Create a mirror image of the operational tables on another system
    4. ✓ Apply the net changes in the data
  - Q38) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.
    1. ✓ Balanced Scorecard
    2. ✗ Data Cube
    3. ✗ Dashboard
    4. ✗ All of the mentioned
  - Q39) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    1. ✗ spend management
    2. ✗ supplier relationship management
    3. ✓ hosted CRM
    4. ✗ Customer Information Control System
  - Q40) What is the benefit of storing attribute definitions as metadata
    1. ✗ Allows for bi-directional update of operational data
    2. ✗ Significantly enhances load time performance
    3. ✗ Reduces overall storage requirements

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- Q41) What is called for all of the steps required for a business process put together

1. ✗ Business process
2. ✓ Workflow
3. ✗ Steps
4. ✗ Document management system

- Q42) When was SAP R/3 was launched

1. ✗ 1973.0
2. ✗ 1981.0
3. ✓ 1992.0
4. ✗ 2000.0

- Q43) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are used to convert values.

1. ✓ BI
2. ✗ ETL
3. ✗ MIS
4. ✗ OBIEE

- Q44) Which tool is used for querying data warehouse

1. ✗ Database management systems
2. ✗ Picks and shovels
3. ✓ Data-mining tools
4. ✗ Data marts

- Q45) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

1. ✗ one-to-one
2. ✓ many-to-one
3. ✗ many-many

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- Q46) What is a subset of a data warehouse
  - 1. ✗ Database
  - 2. ✓ Data mart
  - 3. ✗ Data set
  - 4. ✗ Data storeroom
- Q47) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
  - 1. ✓ Data warehouse
  - 2. ✗ External intelligence gathering 'bots
  - 3. ✗ Artificial intelligence
  - 4. ✗ Competitive intelligence system
- Q48) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
  - 1. ✓ PermissionSet
  - 2. ✗ SetPermissionSet
  - 3. ✗ Permission
  - 4. ✗ None of the mentioned
- Q49) In Microsoft SQL Server 2005 Analysis Services (SSAS), a \_\_\_\_\_ is a language-specific representation of the name of a dimension.
  - 1. ✗ Translation
  - 2. ✓ Dimension translation
  - 3. ✗ Dim translation
  - 4. ✗ None of the mentioned
- Q50) 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 \_\_\_\_\_ .
  - 1. ✗ the basic probability
  - 2. ✗ support

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 4.00%**

**2 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) Which of the following is supported by data warehouse
  - 1. ✗ Data cube
  - 2. ✗ OLTP
  - 3. ✗ OLAP
  - 4. ✓ All of the above
- Q2) Which of the following is a data cleansing process
  - 1. ✗ Extracting only valid data
  - 2. ✓ Checking referential integrity

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4. ✗ Summarizing data

- Q3) Which method is usually used to minimize the effect of on-line disk failure in large data warehouse
  - 1. ✗ Striping
  - 2. ✗ Blocking
  - 3. ✓ Mirroring
  - 4. ✗ Double buffering
- Q4) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
  - 1. ✗ operational
  - 2. ✗ technical
  - 3. ✓ strategic
  - 4. ✗ None of the above
- Q5) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
  - 1. ✓ Aggregation
  - 2. ✗ Adhoc Query
  - 3. ✗ Atomic Data
  - 4. ✗ Cube
- Q6) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
  - 1. ✓ Data staging
  - 2. ✗ Data integration
  - 3. ✗ ETL
  - 4. ✗ None of the mentioned
- Q7) When business intelligence is focused on external competition then, it is
  - 1. ✗ External business intelligence

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- 3. ✗ Illegal
  - 4. ✓ Competitive intelligence
- Q8) Which type of dashboard provides information about failed ETL
- 1. ✓ operational
  - 2. ✗ technical
  - 3. ✗ strategic
  - 4. ✗ None of the above
- Q9) Which of the following may require the analysis of data from past, or present, or may look into future predictions
- 1. ✓ Query
  - 2. ✗ Result
  - 3. ✗ Summary
  - 4. ✗ None of the above
- Q10) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?
- 1. ✓ Database
  - 2. ✗ Membership
  - 3. ✗ Client
  - 4. ✗ Server
- Q11) Which of the measure is not needed for an impact on business
- 1. ✗ Focus on using information to deal with an important issue
  - 2. ✓ Provide excellent data
  - 3. ✗ Build discipline and precision into the decision-making process
  - 4. ✗ Provide the ability to customize BI information for each knowledge worker
- Q12) Which of the following namespace discover set of assemblies ?

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- 2. ✗ System.Refraction
  - 3. ✗ Sys.Reflection
  - 4. ✗ All of the mentioned
- Q13) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley
  - Q14) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    - 1. ✓ Data warehouse
    - 2. ✗ External intelligence gathering 'bots
    - 3. ✗ Artificial intelligence
    - 4. ✗ Competitive intelligence system
  - Q15) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
    - 1. ✓ Institutional performance management
    - 2. ✗ Gap analysis
    - 3. ✗ Slice and Dice
    - 4. ✗ None of the mentioned
  - Q16) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    - 1. ✗ one-to-one
    - 2. ✓ many-to-one
    - 3. ✗ many-many
    - 4. ✗ All of the mentioned
  - Q17) Which system manages a document through all stages of its life cycle

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- 2. ✗ Workflow system
  - 3. ✓ Document management system
  - 4. ✗ Automatic workflow system
- Q18) What type of management information system is intended to facilitate and support the information and decision-making needs of senior executives by providing easy access to both internal and external information relevant to meeting the strategic goals of the organization
- 1. ✗ MIS
  - 2. ✗ MRP
  - 3. ✓ EIS
  - 4. ✗ DSS
- Q19) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
- 1. ✗ Perform full data refresh
  - 2. ✗ Append the summary data to the target
  - 3. ✗ Create a mirror image of the operational tables on another system
  - 4. ✓ Apply the net changes in the data
- Q20) Which of the following is not a component of a data warehouse?
- 1. ✗ Metadata.
  - 2. ✗ Current detail data.
  - 3. ✗ Lightly summarized data.
  - 4. ✓ Component Key.
- Q21) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- 1. ✗ spend management
  - 2. ✗ supplier relationship management
  - 3. ✓ hosted CRM

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- Q22) 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.

1. ✗ best practice data mart
2. ✗ business information warehouse
3. ✗ business intelligence
4. ✓ business warehouse

- Q23) What type of data is integrated by Integrated Information Management Systems

1. ✗ structured
2. ✗ semi-structured
3. ✗ unstructured
4. ✓ All of the above

- Q24) Which of the following is a data cleansing process

1. ✗ Extracting only valid data
2. ✓ Checking referential integrity
3. ✗ Building dimensions
4. ✗ Summarizing data

- Q25) Which of the following is not an financial report

1. ✗ balance sheet
2. ✗ trial balance
3. ✗ quarterly financial statement
4. ✓ None of the above

- Q26) What functional areas are supported by an ERP

1. ✗ human resource management
2. ✗ accounting
3. ✗ manufacturing

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- Q27) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design
2. ✓ Visualization requirements
3. ✗ Data warehouse design
4. ✗ Data propagation methodology

- Q28) What activity be considered while selecting a data management system

1. ✗ handle the complete data of organization
2. ✗ boost up the organization performance.
3. ✗ assure the privacy of the organization
4. ✓ All of the above

- Q29) How MDM can be implemented as

1. ✗ a process
2. ✗ an infrastructure,
3. ✗ a tool
4. ✓ All of the above

- Q30) Which OLAP feature can breakdown the sales by city

1. ✓ Drill down
2. ✗ Roll up
3. ✗ Pivot
4. ✗ Dynamic calculation

- Q31) Which factor affects performance during definition phase of an OLAP cube

1. ✗ Number of measures
2. ✗ Number of source data transactions
3. ✓ Number of dimensions

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- Q32) Which of the following is not an deterrent to data quality
  - 1. ✗ Plausibility of values
  - 2. ✗ Devoid of delimiter in a flat file
  - 3. ✓ Nullification of redundancies
  - 4. ✗ Value deviations leading to noise
- Q33) Which measure will help in satisfying the changing analysis requirements of end-user's reports
  - 1. ✗ By redesigning the report template for each end user
  - 2. ✓ By allowing end users the flexibility to create their own reports
  - 3. ✗ By providing the current reports in softcopy format
  - 4. ✗ By allowing end users to define their own metadata
- Q34) When should data sources be identified in the data warehouse implementation process
  - 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing
  - 4. ✗ After selection of an extraction tool
- Q35) Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.
  - 1. ✗ child
  - 2. ✓ parent
  - 3. ✗ both child and parent
  - 4. ✗ None of the mentioned
- Q36) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
  - 1. ✗ customer managed relationship
  - 2. ✗ data mining
  - 3. ✓ permission marketing

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- Q37) 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.
  1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q38) What type of model is used for text retrieval
  1. ✓ Nearest Neighbour
  2. ✗ Linear regression
  3. ✗ Non-linear regression
  4. ✗ Clustering
- Q39) Which ERP system module has activity management, time and expense details
  1. ✗ Financials
  2. ✗ Manufacturing
  3. ✗ Supply Chain Management
  4. ✓ Projects
- Q40) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
  1. ✗ customer managed relationship
  2. ✗ data mining
  3. ✓ permission marketing
  4. ✗ one-to-one marketing
- Q41) Business Intelligence (BI) systems do not obtain their data by which of the following means?
  1. ✗ Read and process data from an operational database
  2. ✓ Process transactions

- Q42) What is the name of SaaS offering by SAP

1. ✓ Business ByDesign
2. ✗ GRC
3. ✗ Duet
4. ✗ PLM

- Q43) Point out the wrong statement :

1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
4. ✗ All of the mentioned

- Q44) Which ERP system module has order entry and purchasing details

1. ✗ Financials
2. ✗ Manufacturing
3. ✓ Supply Chain Management
4. ✗ Projects

- Q45) What is the benefit of storing attribute definitions as metadata

1. ✗ Allows for bi-directional update of operational data
2. ✗ Significantly enhances load time performance
3. ✗ Reduces overall storage requirements
4. ✓ Allows data load rules to be shared across multiple tools

- Q46) What is the important characteristic of good KPI

1. ✗ Actionable
2. ✗ Align with business goal effectively.
3. ✗ Improvement of one measurement of the organization doesn't hamper the other

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4. ✓ All of the above
- Q47) 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.
    1. ✗ customer service chat
    2. ✗ customer managed relationship
    3. ✗ customer life cycle
    4. ✓ customer segmentation
  - Q48) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q49) What is called for all of the steps required for a business process put together
    1. ✗ Business process
    2. ✓ Workflow
    3. ✗ Steps
    4. ✗ Document management system
  - Q50) What is the goal of a customer relationship management system
    1. ✓ All of these
    2. ✗ Improving business relationships with customers
    3. ✗ driving sales growth
    4. ✗ Assisting in customer retention

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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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative measure of dispersion

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

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---

**Option:** C

**Explanation :**

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**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 :**

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**3:**

**Convenience sampling is a**

- A.**Probability Sampling

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** None of the above

**Answer Report Discuss**

Option: B

**Explanation :**

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**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

**Explanation :**

**Click on Discuss to view users comments**

---

- 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.

INCORRECT

The final stage of an information audit is:

**Your Answer:** define information requirements.

**Correct Answer:** develop action plan.

---

8.

INCORRECT

Place the following in the appropriate order of transformation.

**Your Answer:** None of the above.

**Correct Answer:** Data, Information, Knowledge, Actions, Results.

---

9.

INCORRECT

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.

---

10.

CORRECT

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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
  - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights andtake solver 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 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 functions lm.fit?

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

View Answer

Ans : A

Explanation: lm calls the lower level functions lm.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.

**20. \_\_\_\_\_ is used for density plots?**

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

**1. Which of the following method make vector of repeated values?**

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process		None of the above	A
	14	Data independence means	Data is defined separately and not included in program	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	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	B
	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 exampes 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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of .....	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Informal self education is possible in what kind of library? 15 Is a process of information	Extension service	Service of a public library	Both	none of the above	C
	16 Feedback mechanism is a part of which service?	National Library Books	Public Library Computers	Specific Library CD-ROM	College Library None of the above	B C
	17 What is the collection of terms or records in MARC called?	Reprography System	CAS Network	Translation service Website	SDI Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is....	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at ;	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

**Q46. What are the real world applications of OLAP:**

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does **not**\_\_\_\_\_.
  - A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

**Answer: C**

2. Which of the following are **not** done by Business Intelligence (BI) systems?
  - A. 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.

**Answer: B**

3. Business Intelligence (BI) systems do **not** obtain their data by which of the following means?
  - A. Read and process data from an operational database

- B.** Process transactions
- C.** Process extracts from operational databases
- D.** Process data purchased from data vendors

**Answer: B**

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A.** Dirty data
- B.** Inconsistent data
- C.** Too much data
- D.** Non-integrated data

**Answer: C**

5. 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?

- A.** Push
- B.** Pull
- C.** RFM
- D.** OLAP

**Answer: 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 four 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

**B.** support

**C.** lift

**D.** confidence

**Answer: B**

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9. Business Intelligence (BI) reporting systems **cannot** do which of the following operations?

**A.** Filter data

**B.** Group data

**C.** Modify data

**D.** Both filter and group data

**Answer: C**

10. Which of the following is **not** a component of a data warehouse?

**A.** Data extraction/cleaning/preparation programs

**B.** Data warehouse data

**C.** Data metadata

- D.** None of the above are data warehouse components.

**Answer: C**

11. Business Intelligence (BI) reporting analyses can be performed using\_\_\_\_\_.

- A.** standard SQL only
- B.** extensions to SQL only
- C.** OLAP only
- D.** both standard SQL and extensions to SQL

**Answer: A**

12. 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\_\_\_\_\_.

- A.** dirty data
- B.** inconsistent data
- C.** non-integrated data
- D.** a "wrong format" problem

**Answer: C**

13. The reports generated by a reporting system are usually **not** delivered in which of the following media?

- A.** Web portal
- B.** Commercial courier service
- C.** Digital dashboard
- D.** E-Mail

**Answer: B**

14. Data mining applications are used accomplish which of the following tasks?

- A.** Process transactions only
- B.** Do RFM analysis only
- C.** Do what-if analysis only
- D.** Do both RFM and what-if analysis

**Answer: C**

15. Which of the following is an unsupervised data mining technique?

- A.** Cluster analysis only
- B.** Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

**Answer: A**

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

**Answer: D**

17. Which 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

**Answer: A**

18. 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\_\_\_\_\_.

- A.** the basic probability
- B.** support
- C.** lift
- D.** confidence

**Answer: D**

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A.** cluster analysis only
- B.** regression analysis only
- C.** RFM analysis only
- D.** both cluster analysis and regression analysis

**Answer: C**

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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



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## Business Intelligence Mock Test

**Your Score 2.00%**

**1 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) \_\_\_\_\_ let you create external, user-defined functions using any common language runtime (CLR) language
  1. ✗ Aggregate
  2. ✓ Assemblies

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4. ✗ All of the mentioned
- Q2) Which type of dashboard provides information about failed ETL
    - 1. ✓ operational
    - 2. ✗ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q3) 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 \_\_\_\_\_.
    - 1. ✗ dirty data
    - 2. ✗ inconsistent data
    - 3. ✓ non-integrated data
    - 4. ✗ a "wrong format" problem
  - Q4) What activity be considered while selecting a data management system
    - 1. ✗ handle the complete data of organization
    - 2. ✗ boost up the organization performance.
    - 3. ✗ assure the privacy of the organization
    - 4. ✓ All of the above
  - Q5) What functional areas are supported by an ERP
    - 1. ✗ human resource management
    - 2. ✗ accounting
    - 3. ✗ manufacturing
    - 4. ✓ All of the above
  - Q6) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
    - 1. ✓ Data staging

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- 3. ✗ ETL
  - 4. ✗ None of the mentioned
- Q7) In Microsoft SQL Server 2005 Analysis Services (SSAS), a \_\_\_\_\_ is a language-specific representation of the name of a dimension.
    - 1. ✗ Translation
    - 2. ✓ Dimension translation
    - 3. ✗ Dim translation
    - 4. ✗ None of the mentioned
- Q8) Members of a \_\_\_\_\_ dimension can only be moved within the same level.
    - 1. ✗ readback
    - 2. ✓ writeback
    - 3. ✗ readwrite
    - 4. ✗ All of the mentioned
- Q9) Business intelligence (BI) is a broad category of application programs which includes :
    - 1. ✗ Decision support
    - 2. ✗ Data mining
    - 3. ✗ OLAP
    - 4. ✓ All of the mentioned
- Q10) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_.
    - 1. ✗ the basic probability
    - 2. ✓ support
    - 3. ✗ lift
    - 4. ✗ confidence
- Q11) Which clustering technique models individual text items as vector space points for text mining

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- 2. ✗ Non-Hierarchical Agglomerative
- 3. ✗ Hierarchical Divisive
- 4. ✓ Hierarchical Agglomerative

- Q12) **What is a subset of a data warehouse**

- 1. ✗ Database
- 2. ✓ Data mart
- 3. ✗ Data set
- 4. ✗ Data storeroom

- Q13) **Which of the following does not form part of BI Stack in SQL Server ?**

- 1. ✗ SSRS
- 2. ✗ SSIS
- 3. ✗ SSAS
- 4. ✓ OBIEE

- Q14) **Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.**

- 1. ✗ child
- 2. ✓ parent
- 3. ✗ both child and parent
- 4. ✗ None of the mentioned

- Q15) **Who first used the term Business Intelligence in an article**

- 1. ✗ Juran
- 2. ✓ Hans Peter Luhn
- 3. ✗ Cosby
- 4. ✗ John Wiley

- Q16) **Which OLAP feature can breakdown the sales by city**

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- 2. ✗ Roll up
  - 3. ✗ Pivot
  - 4. ✗ Dynamic calculation
- Q17) Which of the following technique is usually driven by past experiences
    - 1. ✗ Nearest Neighbour
    - 2. ✓ Clustering
    - 3. ✗ Linear regression
    - 4. ✗ Non-linear regression
  - Q18) Which type of problem is suitable for using open API for solving analytic problem
    - 1. ✗ One time
    - 2. ✗ Short time frame
    - 3. ✗ Shorter engagements
    - 4. ✓ None of the above
  - Q19) Which of the following technique is usually driven by past experiences
    - 1. ✗ Nearest Neighbour
    - 2. ✓ Clustering
    - 3. ✗ Linear regression
    - 4. ✗ Non-linear regression
  - Q20) What is not an generic business objective
    - 1. ✗ Economical Operations
    - 2. ✗ Capacity for Expected Growth
    - 3. ✗ Timeliness in Responding to Inquiries and Reports
    - 4. ✓ None of the above
  - Q21) What is the important characteristic of good KPI
    - 1. ✗ Actionable

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- 3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
  - 4. ✓ All of the above
- Q22) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
- 1. ✓ Institutional performance management
  - 2. ✗ Gap analysis
  - 3. ✗ Slice and Dice
  - 4. ✗ None of the mentioned
- Q23) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
- 1. ✗ Roll-out
  - 2. ✗ Designing
  - 3. ✗ Planning
  - 4. ✓ Realization
- Q24) What type of model is used for text retrieval
- 1. ✓ Nearest Neighbour
  - 2. ✗ Linear regression
  - 3. ✗ Non-linear regression
  - 4. ✗ Clustering
- Q25) Which measure will help in satisfying the changing analysis requirements of end-user's reports
- 1. ✗ By redesigning the report template for each end user
  - 2. ✓ By allowing end users the flexibility to create their own reports
  - 3. ✗ By providing the current reports in softcopy format
  - 4. ✗ By allowing end users to define their own metadata

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1. ✗ Gathering confidential information from competitors
  2. ✗ Improving the timeliness and quality of decisions
  3. ✓ Improving the timeliness and quality of input for decision making
  4. ✗ All of the above
- Q27) Which of the following Sort order sorts and compares data in Analysis Services based on the bit patterns defined for each character ?
    1. ✗ BIN2 (\_BIN2)1
    2. ✓ Binary (\_BIN)1
    3. ✗ Case-sensitive (\_CS)
    4. ✗ Case-insensitive
  - Q28) What is the benefit of storing attribute definitions as metadata
    1. ✗ Allows for bi-directional update of operational data
    2. ✗ Significantly enhances load time performance
    3. ✗ Reduces overall storage requirements
    4. ✓ Allows data load rules to be shared across multiple tools
  - Q29) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q30) Which measure will help in implementing detailed reports for remote users but needed occasionally
    1. ✗ Provide summarized reports downloaded using FTP
    2. ✗ Create summarized and detailed templates distributed via e-mail

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4. ✓ Implement a web-based reporting tool with drill down capabilities
- Q31) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    - 1. ✗ Region and sales
    - 2. ✗ Stores and region
    - 3. ✓ Stores and time
    - 4. ✗ Stores, sales and product
  - Q32) When was SAP R/3 was launched
    - 1. ✗ 1973.0
    - 2. ✗ 1981.0
    - 3. ✓ 1992.0
    - 4. ✗ 2000.0
  - Q33) 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.
    - 1. ✓ database marketing
    - 2. ✗ marketing encyclopedia
    - 3. ✗ application integration
    - 4. ✗ business technology management
  - Q34) Point out the correct statement :
    - 1. ✗ The use of the word "cloud" makes reference to the two essential concepts
    - 2. ✓ Cloud computing abstracts systems by pooling and sharing resources
    - 3. ✗ cloud computing is nothing more than the Internet
    - 4. ✗ All of the mentioned
  - Q35) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    - 1. ✗ Eliminates the need for a data mart

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- 3. ✓ Provides a consistent corporate view of business information
  - 4. ✗ Eliminates the need for branch operational system reports
- Q36) Which of the following areas are affected by BI ?
- 1. ✗ Revenue
  - 2. ✓ CRM
  - 3. ✗ Sales
  - 4. ✗ All of the mentioned
- Q37) 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.
- 1. ✗ clickstream analysis
  - 2. ✗ database marketing
  - 3. ✗ customer relationship management
  - 4. ✓ CRM analytics
- Q38) When should data sources be identified in the data warehouse implementation process
- 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing
  - 4. ✗ After selection of an extraction tool
- Q39) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
- 1. ✗ customer managed relationship
  - 2. ✗ data mining
  - 3. ✓ permission marketing
  - 4. ✗ one-to-one marketing
- Q40) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface

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- 2. ✗ DSS
  - 3. ✗ Depends upon the data
  - 4. ✗ Dependant on input predictor
- Q41) What is the benefit of storing attribute definitions as metadata
    - 1. ✗ Allows for bi-directional update of operational data
    - 2. ✗ Significantly enhances load time performance
    - 3. ✗ Reduces overall storage requirements
    - 4. ✓ Allows data load rules to be shared across multiple tools
- Q42) 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 \_\_\_\_\_ .
    - 1. ✗ the basic probability
    - 2. ✗ support
    - 3. ✗ lift
    - 4. ✓ confidence
- Q43) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
    - 1. ✗ database
    - 2. ✓ server
    - 3. ✗ user
    - 4. ✗ none of the mentioned
- Q44) What does an application service provider do
    - 1. ✓ Provides software over the intranet
    - 2. ✗ Provides hardware over the internet
    - 3. ✗ Provides computer equipment
    - 4. ✗ None of the above

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1. ✗ Allow more frequent stock turns
  2. ✓ Track current inventory, product sales and inventory received
  3. ✗ Perform more frequent inventory checks
  4. ✗ Monitor overall revenue associated with theft and damage
- Q46) **What does business intelligence helps knowledge workers understand**
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above
  - Q47) **If functions in one assembly call functions in a separate assembly, you must register both assemblies in :**
    1. ✗ client
    2. ✓ server
    3. ✗ table
    4. ✗ none of the mentioned
  - Q48) **Which method will decompose a free form product code having size and color information**
    1. ✗ Mapping
    2. ✓ Parsing
    3. ✗ Using foreign keys
    4. ✗ Defining an intelligent primary key
  - Q49) **When time series information is given, what is the best statistical technique used to forecast the next six months**
    1. ✗ Cluster analysis
    2. ✗ Association analysis
    3. ✓ Trend analysis

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- Q50) What is the unit called, in which character text is parsed during term extraction

1. ✓ Word
2. ✗ Token
3. ✗ Element
4. ✗ Block

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# SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



## NOTIFICATION

**SUBJECT : CHANGE IN THE PROGRAMME OF FOLLOWING EXAMINATIONS OF OCTOBER/NOVEMBER 2020  
HELD IN APRIL/MAY 2021.**

**Reference :** Examination Timetables

In partial modification of the above timetables regarding programme of following Examination of Oct/Nov. 2020 held in April/May. 2021 it is hereby notified for the information of all concerned that the following Examination scheduled from 10th April, 2021 only for the below mentioned subject has been **added**.

### **REVISED PROGRAMME OF THE FOLLOWING EXAMINATION TO BE HELD**

Faculty	Course	Name of the Subject	New added Day, Date & Time of Examination
ENGINEERING	B.E. ELECTRONICS & TELECOMMUNICATION (2015 PATTERN)	<b>Elective-III</b> Audio and Speech Processing (404191C)	Saturday, 24-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. INSTRUMENTATION (2015 PATTERN)	Process Instrumentation (406268)	Friday, 23-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. ELECTRICAL (2015 PATTERN)	Electromagnetic Field (403144B)	Tuesday, 20-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. MECHANICAL (2012 PATTERN)	<b>Elective-IV</b> Design of Pumps Blowers And Compressors (402050C)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-I</b> Corrosion Engineering (409344C)	Friday, 30-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-III</b> 1. Food Technology (409351C) 2. Advanced Materials (409351D)	Saturday, 24-04-2021 3.00PM To 5.00PM.

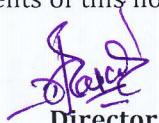
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-IV</b> Fuel Cell Technology (402052C)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. ELECTRONICS (2015 PATTERN)	<b>Elective-IV</b> Robotics (404212A)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. ELECTRONICS & TELECOMMUNICATION (2008 PATTERN)	Control Systems (304181)	Tuesday, 27-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. AUTOMOBILE (2015 PATTERN)	Design of Engine Components (316484)	Wednesday, 28-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. MECHANICAL SANDWICH (2015 PATTERN)	Materials and Manufacturing Engineering (Self Study-I) (302066)	Wednesday, 28-04-2021 3.00PM To 5.00PM.
ENGINEERING	M.C.A (2013 PATTERN)	Advanced Java (410901)	Tuesday, 04.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	DBMS (410902)	WEDNESDAY, 05.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	Operating Systems (410903)	THURSDAY, 06.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	OOAD (410904)	FRIDAY, 07.05.2021 09.00 A.M. TO 11.00 A.M.

The Principals of all affiliated colleges are requested to bring the contents of this notification to the notice of all concerned students, teachers and all other concerned.

Ganeshkhind,Pune 411007.

Ref. No. XC/80

Date: 12 /04/2021



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2. The Principals of all respective Colleges

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 10.00%**

**5 of 50 questions are answered correctly**

10%

### Answer Sheet

- Q1) Which of the following is an unsupervised data mining technique?
  1. ✓ Cluster analysis only
  2. ✗ Regression Analysis only
  3. ✗ RFM Analysis only
  4. ✗ Both Regression Analysis and RFM Analysis
- Q2) Which clustering technique models individual text items as vector space points for text mining
  1. ✗ Non-Hierarchical Divisive
  2. ✗ Non-Hierarchical Agglomerative

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4. ✓ Hierarchical Agglomerative
- Q3) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

1. ✗ predictive technology

2. ✗ person disaster recovery

3. ✗ phase change

4. ✓ predictive modeling

- Q4) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_.

1. ✗ the basic probability

2. ✓ support

3. ✗ lift

4. ✗ person confidence

- Q5) Which measure will help in satisfying the changing analysis requirements of end-user's reports

1. ✗ By redesigning the report template for each end user

2. ✓ person By allowing end users the flexibility to create their own reports

3. ✗ By providing the current reports in softcopy format

4. ✗ By allowing end users to define their own metadata

- Q6) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design

2. ✓ Visualization requirements

3. ✗ Data warehouse design

4. ✗ person Data propagation methodology

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1. ✗ record transactions
  2. ✓ analyze and rank customers
  3. ✗ predict future sales using regression techniques
  4. ✗ perform OLAP
- Q8) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q9) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
    1. ✗ customer managed relationship
    2. ✗ data mining
    3. ✓ permission marketing
    4. ✗ one-to-one marketing
  - Q10) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q11) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
    1. ✓ Institutional performance management
    2. ✗ Gan analvis

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4. ✗ None of the mentioned
- Q12) Which of the measure is not needed for an impact on business
    - 1. ✗ Focus on using information to deal with an important issue
    - 2. ✓ Provide excellent data
    - 3. ✗ Build discipline and precision into the decision-making process
    - 4. ✗ Provide the ability to customize BI information for each knowledge worker
  - Q13) Which of the following is not an deterrent to data quality
    - 1. ✗ Plausibility of values
    - 2. ✗ Devoid of delimiter in a flat file
    - 3. ✓ Nullification of redundancies
    - 4. ✗ Value deviations leading to noise
  - Q14) Which system manages a document through all stages of its life cycle
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✓ Document management system
    - 4. ✗ Automatic workflow system
  - Q15) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q16) Which enterprise software's primary goal is to improve and streamline internal business processes
    - 1. ✗ SCM

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3. ✓ ERP
4. ✗ None of the above
- Q17) What is the advantage of ERP systems
    - 1. ✗ totally integrated
    - 2. ✗ centric database or data warehouse
    - 3. ✗ works on functional modules thus they have high efficiency and productivity
    - 4. ✓ All of the above
  - Q18) What is not an PP process
    - 1. ✗ Repetitive manufacturing
    - 2. ✗ High volume production
    - 3. ✗ MTO
    - 4. ✓ None of the above
  - Q19) What functional areas are supported by an ERP
    - 1. ✗ human resource management
    - 2. ✗ accounting
    - 3. ✗ manufacturing
    - 4. ✓ All of the above
  - Q20) If the \_\_\_\_\_ setting is used, the execution context is corresponds to the Windows login user account IUSER\_servername on the server.
    - 1. ✗ ImpersonateAnon
    - 2. ✗ Anonymous
    - 3. ✓ ImpersonateAnonymous
    - 4. ✗ None of the mentioned
  - Q21) When time series information is given, what is the best statistical technique used to forecast the next six months

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- 2. ✗ Association analysis
  - 3. ✓ Trend analysis
  - 4. ✗ Multidimensional analysis
- Q22) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
    - 1. ✗ Centralized API approach
    - 2. ✗ Decentralized API approach
    - 3. ✓ Decentralized or interchange approach
    - 4. ✗ Centralized or repository approach
  - Q23) Which of the following is not a reason that operational data are difficult to read?
    - 1. ✓ Non-duplicated data
    - 2. ✗ Dirty data
    - 3. ✗ Missing values
    - 4. ✗ Non-integrated data
  - Q24) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    - 1. ✗ one-to-one
    - 2. ✓ many-to-one
    - 3. ✗ many-many
    - 4. ✗ All of the mentioned
  - Q25) Which type of dashboard, is used to measure the individual user growth within an organization
    - 1. ✗ operational
    - 2. ✓ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q26) Which method will decompose a free form product code having size and color information

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- 2. ✓ Parsing
- 3. ✗ Using foreign keys
- 4. ✗ Defining an intelligent primary key

- Q27) How MDM can be implemented as

- 1. ✗ a process
- 2. ✗ an infrastructure,
- 3. ✗ a tool
- 4. ✓ All of the above

- Q28) Which ERP system module has activity management, time and expense details

- 1. ✗ Financials
- 2. ✗ Manufacturing
- 3. ✗ Supply Chain Management
- 4. ✓ Projects

- Q29) What is the critical benefit of using ERP

- 1. ✗ Help reduce operating costs
- 2. ✗ Facilitate Day-to-Day Management
- 3. ✗ Support Strategic Planning
- 4. ✓ All of the above

- Q30) Which of the following areas are affected by BI ?

- 1. ✗ Revenue
- 2. ✓ CRM
- 3. ✗ Sales
- 4. ✗ All of the mentioned

- Q31) Which tool is used for querying data warehouse

- 1. ✗ Database management systems

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- 3. ✓ Data-mining tools
  - 4. ✗ Data marts
- Q32) Who first used the term Business Intelligence in an article
- 1. ✗ Juran
  - 2. ✓ Hans Peter Luhn
  - 3. ✗ Cosby
  - 4. ✗ John Wiley
- Q33) Which of the following is not supported by linked dimensions ?
- 1. ✗ readback
  - 2. ✓ writeback
  - 3. ✗ readwrite
  - 4. ✗ All of the mentioned
- Q34) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- 1. ✗ spend management
  - 2. ✗ supplier relationship management
  - 3. ✓ hosted CRM
  - 4. ✗ Customer Information Control System
- Q35) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
- 1. ✓ Aggregation
  - 2. ✗ Adhoc Query
  - 3. ✗ Atomic Data
  - 4. ✗ Cube
- Q36) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

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- 2. ✗ Inconsistent data
  - 3. ✓ Too much data
  - 4. ✗ Non-integrated data
- Q37) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
    - 1. ✓ EIS
    - 2. ✗ DSS
    - 3. ✗ Depends upon the data
    - 4. ✗ Dependant on input predictor
  - Q38) 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.
    - 1. ✗ clickstream analysis
    - 2. ✗ database marketing
    - 3. ✗ customer relationship management
    - 4. ✓ CRM analytics
  - Q39) Which term describes the expansion of an analytical report to show detail along one dimension
    - 1. ✗ Pivot
    - 2. ✗ Roll up
    - 3. ✗ Compression
    - 4. ✓ Drill down
  - Q40) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley

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- 2. ✓ Checking referential integrity
  - 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q42) **What is the benefit of storing attribute definitions as metadata**
    1. ✗ Allows for bi-directional update of operational data
    2. ✗ Significantly enhances load time performance
    3. ✗ Reduces overall storage requirements
    4. ✓ Allows data load rules to be shared across multiple tools
  - Q43) **What type of data is integrated by Integrated Information Management Systems**
    1. ✗ structured
    2. ✗ semi-structured
    3. ✗ unstructured
    4. ✓ All of the above
  - Q44) **Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day**
    1. ✗ Perform full data refresh
    2. ✗ Append the summary data to the target
    3. ✗ Create a mirror image of the operational tables on another system
    4. ✓ Apply the net changes in the data
  - Q45) **Which of the following may require the analysis of data from past, or present, or may look into future predictions**
    1. ✓ Query
    2. ✗ Result
    3. ✗ Summary
    4. ✗ None of the above



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1. ✓ Predictive capability
  2. ✗ Procedural knowledge
  3. ✗ Explicit programming
  4. ✗ Network access
- Q47) Which tool is used for querying data warehouse
    1. ✗ Database management systems
    2. ✗ Picks and shovels
    3. ✓ Data-mining tools
    4. ✗ Data marts
  - Q48) What is a subset of a data warehouse
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q49) 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 \_\_\_\_\_.
    1. ✗ the basic probability
    2. ✗ support
    3. ✗ lift
    4. ✓ confidence
  - Q50) What type of model is used for text retrieval
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression

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## Answer Sheet

- Q1) Which of the following is an unsupervised data mining technique?
  1. ✓ Cluster analysis only
  2. ✗ Regression Analysis only
  3. ✗ RFM Analysis only
  4. ✗ Both Regression Analysis and RFM Analysis
- Q2) Which clustering technique models individual text items as vector space points for text mining
  1. ✗ Non-Hierarchical Divisive
  2. ✗ Non-Hierarchical Agglomerative

4. ✓ Hierarchical Agglomerative

- Q3) In data mining, this is a technique used to predict future behavior and anticipate the

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0 rental transactions at a Video Store. There are for videos /video The probability that both Video C and Video D are .

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- Q5) Which measure will help in satisfying the changing analysis requirements of end-user's reports

1. ✗ By redesigning the report template for each end user
2. ✓ By allowing end users the flexibility to create their own reports
3. ✗ By providing the current reports in softcopy format
4. ✗ By allowing end users to define their own metadata

- Q6) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design
2. ✓ Visualization requirements
3. ✗ Data warehouse design
4. ✗ Data propagation methodology

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1. ✗ record transactions
2. ✓ 🚩 analyze and rank customers

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1. ✗ business warehouse

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on techniques

ns and technologies for gathering, storing, analyzing, and e users make better business decisions.

3. ✓ permission marketing

4. ✗ one-to-one marketing

- Q10) 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.

1. ✗ clickstream analysis

2. ✗ database marketing

3. ✗ customer relationship management

4. ✓ 🚩 CRM analytics

- Q11) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?

1. ✓ 🚩 Institutional performance management

2. ✗ Gan analavsis

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4. ✗ None of the mentioned

- Q12) Which of the measure is not needed for an impact on business

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2. ✗ Devoid of delimiter in a flat file

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deal with an important issue

the decision-making process

the BI information for each knowledge worker

#### Current to data quality

through all stages of its life cycle

1. ✗ Business process management system

2. ✗ Workflow system

3. ✓ Document management system

4. ✗ Automatic workflow system

- Q15) What does business intelligence gain knowledge about

1. ✗ Customers

2. ✗ Competitors

3. ✗ Partners

4. ✓ All of the above

- Q16) Which enterprise software's primary goal is to improve and streamline internal business processes

1. ✗ SCM

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3. ✓ ERP

4. ✗ None of the above

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1. Repetitive manufacturing

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by an ERP

1. ✗ human resource management

2. ✗ accounting

3. ✗ manufacturing

4. ✓ All of the above

- Q20) If the \_\_\_\_\_ setting is used, the execution context corresponds to the Windows login user account IUSER\_servername on the server.

1. ✗ ImpersonateAnon

2. ✗ Anonymous

3. ✓ ImpersonateAnonymous

4. ✗ None of the mentioned

- Q21) When time series information is given, what is the best statistical technique used to forecast the next six months

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2. ✗ Association analysis

3. ✓ Trend analysis

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- Q23) Which of the following is not a reason that operational data are difficult to read?

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- Q24) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

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2. ✓ many-to-one
3. ✗ many-many
4. ✗ All of the mentioned

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3. ✗ strategic
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2. ✓ Parsing

3. ✗ Using foreign keys

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ity management, time and expense details

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• Q29) **What is the critical benefit of using ERP**

1. ✗ Help reduce operating costs
2. ✗ Facilitate Day-to-Day Management
3. ✗ Support Strategic Planning
4. ✓ All of the above

• Q30) **Which of the following areas are affected by BI ?**

1. ✗ Revenue
2. ✓ CRM
3. ✗ Sales
4. ✗ All of the mentioned

• Q31) **Which tool is used for querying data warehouse**

1. ✗ Database management systems

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3. ✓ Data-mining tools

4. ✗ Data marts

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elligence in an article

ted by linked dimensions ?

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Company outsources some or all of its customer relationship management to a third-party service provider (ASP).

1. ✗ spend management

2. ✗ supplier relationship management

3. ✓ hosted CRM

4. ✗ Customer Information Control System

- Q35) Which term refers to combining all the information into a single user understandable form like sets, lists or graphs so that it follows a predefined pattern

1. ✓ Aggregation

2. ✗ Adhoc Query

3. ✗ Atomic Data

4. ✗ Cube

- Q36) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

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2. ✗ Inconsistent data

3. ✓ Too much data

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summarized and consolidate reports about ongoing  
aphical interface

- Q38) This is the processing of data about customers and their relationship with the enterprise in order to increase revenue and service and lower cost.

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- ✓ Job assistance

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4. ✓ CRM analytics

- Q39) Which term describes the expansion of an analytical report to show detail along one dimension

1. ✗ Pivot
2. ✗ Roll up
3. ✗ Compression
4. ✓ Drill down

- Q40) Who first used the term Business Intelligence in an article

1. ✗ Juran
2. ✓ Hans Peter Luhn
3. ✗ Cosby
4. ✗ John Wiley

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2. ✓ Checking referential integrity

3. ✗ Building dimensions

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te definitions as metadata

operational data

performance

ents

red across multiple tools

tegrated Information Management Systems

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- Q44) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day

1. ✗ Perform full data refresh
2. ✗ Append the summary data to the target
3. ✗ Create a mirror image of the operational tables on another system
4. ✓ Apply the net changes in the data

- Q45) Which of the following may require the analysis of data from past, or present, or may look into future predictions

1. ✓ Query
2. ✗ Result
3. ✗ Summary
4. ✗ None of the above

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1. ✓ Predictive capability

2. ✗ Procedural knowledge

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warehouse

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4. ✗ Data storeroom

- Q49) 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 \_\_\_\_\_ .

1. ✗ the basic probability

2. ✗ support

3. ✗ lift

4. ✓ confidence

- Q50) What type of model is used for text retrieval

1. ✓ Nearest Neighbour

2. ✗ Linear regression

3. ✗ Non-linear regression

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## Business Intelligence Mock Test

**Your Score 6.00%**

**3 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
  1.  database
  2.  server

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4. ✗ none of the mentioned
- Q2) Which of the following property is set to zero so that all levels are not created ?
    1. ✗ Aggregatable
    2. ✓ IsAggregatable
    3. ✗ IsAggregate
    4. ✗ All of the mentioned
  - Q3) Business intelligence (BI) is a broad category of application programs which includes :
    1. ✗ Decision support
    2. ✗ Data mining
    3. ✗ OLAP
    4. ✓ All of the mentioned
  - Q4) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    1. ✗ Region and sales
    2. ✗ Stores and region
    3. ✓ Stores and time
    4. ✗ Stores, sales and product
  - Q5) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q6) What is the main benefit of using DSS
    1. ✗ Promotes learning or training

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3. ✗ Increases organizational control
4. ✓ All of the above
- Q7) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    1. ✗ spend management
    2. ✗ supplier relationship management
    3. ✓ hosted CRM
    4. ✗ Customer Information Control System
  - Q8) What is the main benefit of business intelligence
    1. ✗ Applicable for every part of Organization
    2. ✗ Quick answer to problem
    3. ✗ Find cause of Problem
    4. ✓ All of the above
  - Q9) Which of the following is not an financial report
    1. ✗ balance sheet
    2. ✗ trial balance
    3. ✗ quarterly financial statement
    4. ✓ None of the above
  - Q10) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
    1. ✗ customer managed relationship
    2. ✗ data mining
    3. ✓ permission marketing
    4. ✗ one-to-one marketing
  - Q11) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

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- 2. ✗ disaster recovery
  - 3. ✗ phase change
  - 4. ✓ predictive modeling
- Q12) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley
  - Q13) What is the most appropriate element of business intelligence architecture to discuss with end users
    - 1. ✗ Metadata design
    - 2. ✓ Visualization requirements
    - 3. ✗ Data warehouse design
    - 4. ✗ Data propagation methodology
  - Q14) Data mining applications are used accomplish which of the following tasks?
    - 1. ✗ Process transactions only
    - 2. ✗ Do RFM analysis only
    - 3. ✓ Do what-if analysis only
    - 4. ✗ Do both RFM and what-if analysis
  - Q15) What is called for all of the steps required for a business process put together
    - 1. ✗ Business process
    - 2. ✓ Workflow
    - 3. ✗ Steps
    - 4. ✗ Document management system
  - Q16) What type of model is used for text retrieval

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- 2. ✗ Linear regression
- 3. ✗ Non-linear regression
- 4. ✗ Clustering

- Q17) What does M in MDM refers to

- 1. ✗ Main
- 2. ✓ Master
- 3. ✗ Maintain
- 4. ✗ None of the above

- Q18) Point out the wrong statement :

- 1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
- 2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
- 3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
- 4. ✗ All of the mentioned

- Q19) What is not an PP process

- 1. ✗ Repetitive manufacturing
- 2. ✗ High volume production
- 3. ✗ MTO
- 4. ✓ None of the above

- Q20) Which ERP system module has order entry and purchasing details

- 1. ✗ Financials
- 2. ✗ Manufacturing
- 3. ✓ Supply Chain Management
- 4. ✗ Projects

- Q21) Which phase of BI life cycle, has the experts finalize the integration step of the Business

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1. ✗ Roll-out
  2. ✗ Designing
  3. ✗ Planning
  4. ✓ Realization
- Q22) Which system manages a document through all stages of its life cycle
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✓ Document management system
    4. ✗ Automatic workflow system
  - Q23) Which of the following namespace discover set of assemblies ?
    1. ✓ System.Reflection
    2. ✗ System.Refraction
    3. ✗ Sys.Reflection
    4. ✗ All of the mentioned
  - Q24) Which of the following is not an deterrent to data quality
    1. ✗ Plausibility of values
    2. ✗ Devoid of delimiter in a flat file
    3. ✓ Nullification of redundancies
    4. ✗ Value deviations leading to noise
  - Q25) If the \_\_\_\_\_ setting is used, the execution context is corresponds to the Windows login user account IUSER\_servername on the server.
    1. ✗ ImpersonateAnon
    2. ✗ Anonymous
    3. ✓ ImpersonateAnonymous
    4. ✗ None of the mentioned

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1. ✓ Provides software over the intranet
  2. ✗ Provides hardware over the internet
  3. ✗ Provides computer equipment
  4. ✗ None of the above
- Q27) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    1. ✗ Perform full data refresh
    2. ✗ Append the summary data to the target
    3. ✗ Create a mirror image of the operational tables on another system
    4. ✓ Apply the net changes in the data
  - Q28) Which of the following technique, is suitable for handling explicit knowledge
    1. ✗ CHAID
    2. ✓ Nearest neighbour
    3. ✗ ANOVA
    4. ✗ Linear Regression
  - Q29) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
    1. ✗ Relational
    2. ✗ Snowflake
    3. ✓ Star
    4. ✗ None of the mentioned
  - Q30) What is the prime characteristic of neural networks
    1. ✓ Predictive capability
    2. ✗ Procedural knowledge
    3. ✗ Explicit programming
    4. ✗ Network access

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1. ✓ Database
  2. ✗ Membership
  3. ✗ Client
  4. ✗ Server
- Q32) What is not an generic business objective
    1. ✗ Economical Operations
    2. ✗ Capacity for Expected Growth
    3. ✗ Timeliness in Responding to Inquiries and Reports
    4. ✓ None of the above
  - Q33) Which type of dashboard, is used to measure the individual user growth within an organization
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    3. ✗ lift
    4. ✓ confidence

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  2. ✓ Parsing
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  4. ✗ Defining an intelligent primary key
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    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q38) In OLAP, we are interested in \_\_\_\_\_.
    1. ✗ levels only
    2. ✗ dimensions only
    3. ✗ measures only
    4. ✓ measures and dimensions
  - Q39) 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.
    1. ✗ customer service chat
    2. ✗ customer managed relationship
    3. ✗ customer life cycle
    4. ✓ customer segmentation
  - Q40) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_.
    1. ✗ record transactions
    2. ✓ analyze and rank customers
    3. ✗ predict future sales using regression techniques
    4. ✗ perform OLAP

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## ability to model enterprise dat

1. ✗ BizTalk
  2. ✓ BPML
  3. ✗ e-biz
  4. ✗ ebXML
- Q42) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q43) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
    1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
    2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
    3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
    4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
  - Q44) What does SOPs formation result in
    1. ✗ cost sheets
    2. ✗ specification sheet
    3. ✓ documented procedures
    4. ✗ analysis report
  - Q45) Which enterprise software's primary goal is to improve and streamline internal business processes
    1. ✗ SCM
    2. ✗ CRM

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4. ✗ None of the above
- Q46) 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 \_\_\_\_\_ .
    1. ✗ dirty data
    2. ✗ inconsistent data
    3. ✓ non-integrated data
    4. ✗ a "wrong format" problem
  - Q47) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✗ Automatic workflow system
    4. ✓ Knowledge management system
  - Q48) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative
  - Q49) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
    1. ✓ PermissionSet
    2. ✗ SetPermissionSet
    3. ✗ Permission
    4. ✗ None of the mentioned
  - Q50) What does business intelligence gain knowledge about
    1. ✗ Customers

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3. ✗ Partners

4. ✓ All of the above

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 0.00%**

**0 of 50 questions are answered correctly**

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## Answer Sheet

- Q1) When should data sources be identified in the data warehouse implementation process
  - 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing

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- Q2) What is the objective of a business intelligence system
  - 1. ✗ Gathering confidential information from competitors
  - 2. ✗ Improving the timeliness and quality of decisions
  - 3. ✓ Improving the timeliness and quality of input for decision making
  - 4. ✗ All of the above
- Q3) Which type of dashboard provides information about failed ETL
  - 1. ✓ operational
  - 2. ✗ technical
  - 3. ✗ strategic
  - 4. ✗ None of the above
- Q4) Which of the following areas are affected by BI ?
  - 1. ✗ Revenue
  - 2. ✓ CRM
  - 3. ✗ Sales
  - 4. ✗ All of the mentioned
- Q5) If the \_\_\_\_\_ setting is used, the execution context corresponds to the Windows login user account IUSER\_servername on the server.
  - 1. ✗ ImpersonateAnon
  - 2. ✗ Anonymous
  - 3. ✓ ImpersonateAnonymous
  - 4. ✗ None of the mentioned
- Q6) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
  - 1. ✗ Relational
  - 2. ✗ Snowflake
  - 3. ✓ Star

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- Q7) 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.
  1. ✗ customer service chat
  2. ✗ customer managed relationship
  3. ✗ customer life cycle
  4. ✓ customer segmentation
- Q8) Which of the following is a data cleansing process
  1. ✗ Extracting only valid data
  2. ✓ Checking referential integrity
  3. ✗ Building dimensions
  4. ✗ Summarizing data
- Q9) Which of the following is not an deterrent to data quality
  1. ✗ Plausibility of values
  2. ✗ Devoid of delimiter in a flat file
  3. ✓ Nullification of redundancies
  4. ✗ Value deviations leading to noise
- Q10) What is the most appropriate element of business intelligence architecture to discuss with end users
  1. ✗ Metadata design
  2. ✓ Visualization requirements
  3. ✗ Data warehouse design
  4. ✗ Data propagation methodology
- Q11) When business intelligence is focused on external competition then, it is
  1. ✗ External business intelligence
  2. ✗ Smart
  3. ✗ Illegal

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- Q12) If functions in one assembly call functions in a separate assembly, you must register both assemblies in :
  1. ✗ client
  2. ✓ server
  3. ✗ table
  4. ✗ none of the mentioned
- Q13) What is the important characteristic of good KPI
  1. ✗ Actionable
  2. ✗ Align with business goal effectively.
  3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
  4. ✓ All of the above
- Q14) What is called for all of the steps required for a business process put together
  1. ✗ Business process
  2. ✓ Workflow
  3. ✗ Steps
  4. ✗ Document management system
- Q15) Point out the wrong statement :
  1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
  2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
  3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
  4. ✗ All of the mentioned
- Q16) What does an application service provider do
  1. ✓ Provides software over the intranet

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- 3. ✗ Provides computer equipment
  - 4. ✗ None of the above
- Q17) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
    - 1. ✗ operational
    - 2. ✗ technical
    - 3. ✓ strategic
    - 4. ✗ None of the above
- Q18) Business intelligence (BI) is a broad category of application programs which includes :
    - 1. ✗ Decision support
    - 2. ✗ Data mining
    - 3. ✗ OLAP
    - 4. ✓ All of the mentioned
- Q19) Members of a \_\_\_\_\_ dimension can only be moved within the same level.
    - 1. ✗ readback
    - 2. ✓ writeback
    - 3. ✗ readwrite
    - 4. ✗ All of the mentioned
- Q20) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
    - 1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
    - 2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
    - 3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
    - 4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
- Q21) 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.

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- 2. ✗ business information warehouse
- 3. ✗ business intelligence
- 4. ✓ business warehouse

- Q22) Which of the following permission setting provides internal computation permission ?

- 1. ✗ Unsafe
- 2. ✗ ExternalAccess
- 3. ✓ safe
- 4. ✗ All of the mentioned

- Q23) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern

- 1. ✓ Aggregation
- 2. ✗ Adhoc Query
- 3. ✗ Atomic Data
- 4. ✗ Cube

- Q24) What is the prime characteristic of neural networks

- 1. ✓ Predictive capability
- 2. ✗ Procedural knowledge
- 3. ✗ Explicit programming
- 4. ✗ Network access

- Q25) \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data

- 1. ✗ Data warehouse
- 2. ✗ MIS
- 3. ✓ EIS
- 4. ✗ All of the mentioned

- 2. ✗ Number of source data transactions
- 3. ✓ Number of dimensions
- 4. ✗ Number of referential integrity constraints

- Q27) When was SAP R/3 was launched

- 1. ✗ 1973.0
- 2. ✗ 1981.0
- 3. ✓ 1992.0
- 4. ✗ 2000.0

- Q28) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are used to convert values.

- 1. ✓ BI
- 2. ✗ ETL
- 3. ✗ MIS
- 4. ✗ OBIEE

- Q29) What is the main benefit of business intelligence

- 1. ✗ Applicable for every part of Organization
- 2. ✗ Quick answer to problem
- 3. ✗ Find cause of Problem
- 4. ✓ All of the above

- Q30) What does business intelligence gain knowledge about

- 1. ✗ Customers
- 2. ✗ Competitors
- 3. ✗ Partners
- 4. ✓ All of the above

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1. ✗ Customers
  2. ✗ Competitors
  3. ✗ Partners
  4. ✓ All of the above
- Q32) **What is a subset of a data warehouse**
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q33) **Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge**
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✗ Automatic workflow system
    4. ✓ Knowledge management system
  - Q34) **Business Intelligence (BI) systems do not obtain their data by which of the following means?**
    1. ✗ Read and process data from an operational database
    2. ✓ Process transactions
    3. ✗ Process extracts from operational databases
    4. ✗ Process data purchased from data vendors
  - Q35) **Which of the following technique is usually driven by past experiences**
    1. ✗ Nearest Neighbour
    2. ✓ Clustering
    3. ✗ Linear regression
    4. ✗ Non-linear regression

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- 1. ✗ Aggregate
  - 2. ✓ Assemblies
  - 3. ✗ Synonym
  - 4. ✗ All of the mentioned
- Q37) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_ .
    - 1. ✗ record transactions
    - 2. ✓ analyze and rank customers
    - 3. ✗ predict future sales using regression techniques
    - 4. ✗ perform OLAP
  - Q38) The reports generated by a reporting system are usually not delivered in which of the following media?
    - 1. ✗ Web portal
    - 2. ✓ Commercial courier service
    - 3. ✗ Digital dashboard
    - 4. ✗ E-Mail
  - Q39) Which of the following is not an financial report
    - 1. ✗ balance sheet
    - 2. ✗ trial balance
    - 3. ✗ quarterly financial statement
    - 4. ✓ None of the above
  - Q40) Which of the following property enables Analysis Services to use a faster algorithm for string hashing and comparison ?
    - 1. ✗ EnableFast1033Local
    - 2. ✗ EnableFast1036Locale
    - 3. ✓ EnableFast1033Locale

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1. ✗ One time
  2. ✗ Short time frame
  3. ✗ Shorter engagements
  4. ✓ None of the above
- Q42) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above
  - Q43) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q44) Which of the following does not form part of BI Stack in SQL Server ?
    1. ✗ SSRS
    2. ✗ SSIS
    3. ✗ SSAS
    4. ✓ OBIEE
  - Q45) In OLAP, we are interested in \_\_\_\_\_.
    1. ✗ levels only
    2. ✗ dimensions only
    3. ✗ measures only
    4. ✓ measures and dimensions

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1. ✗ Allows for bi-directional update of operational data
  2. ✗ Significantly enhances load time performance
  3. ✗ Reduces overall storage requirements
  4. ✓ Allows data load rules to be shared across multiple tools
- Q47) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_.
    1. ✗ the basic probability
    2. ✓ support
    3. ✗ lift
    4. ✗ confidence
  - Q48) Which term describes the expansion of an analytical report to show detail along one dimension
    1. ✗ Pivot
    2. ✗ Roll up
    3. ✗ Compression
    4. ✓ Drill down
  - Q49) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q50) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 2.00%**

1 of 50 questions are answered correctly

10%

## Answer Sheet

- Q1) This is an XML-based metalanguage developed by the Business Process Management Initiative (BPML) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise dat

1. ✗ BizTalk

2. ✓ BPML

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4. ✗ ebXML

- Q2) What is called for all of the steps required for a business process put together

1. ✗ Business process
2. ✓ Workflow
3. ✗ Steps
4. ✗ Document management system

- Q3) What data store would best support ad-hoc queries about of quarterly trends

1. ✓ Data Mart
2. ✗ Metadata
3. ✗ Transactional systems
4. ✗ Operational Data Store

- Q4) What is not an PP process

1. ✗ Repetitive manufacturing
2. ✗ High volume production
3. ✗ MTO
4. ✓ None of the above

- Q5) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

1. ✗ Dirty data
2. ✗ Inconsistent data
3. ✓ Too much data
4. ✗ Non-integrated data

- Q6) Which of the following is not an deterrent to data quality

1. ✗ Plausibility of values
2. ✗ Devoid of delimiter in a flat file

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4. ✗ Value deviations leading to noise
- Q7) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q8) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.
    1. ✓ Balanced Scorecard
    2. ✗ Data Cube
    3. ✗ Dashboard
    4. ✗ All of the mentioned
  - Q9) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q10) What is the objective of a business intelligence system
    1. ✗ Gathering confidential information from competitors
    2. ✗ Improving the timeliness and quality of decisions
    3. ✓ Improving the timeliness and quality of input for decision making
    4. ✗ All of the above
  - Q11) What is the prime characteristic of neural networks
    1. ✓ Predictive capability

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- 3. ✗ Explicit programming
  - 4. ✗ Network access
- Q12) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
- 1. ✓ Institutional performance management
  - 2. ✗ Gap analysis
  - 3. ✗ Slice and Dice
  - 4. ✗ None of the mentioned
- Q13) Which of the following may require the analysis of data from past, or present, or may look into future predictions
- 1. ✓ Query
  - 2. ✗ Result
  - 3. ✗ Summary
  - 4. ✗ None of the above
- Q14) What type of model is used for text retrieval
- 1. ✓ Nearest Neighbour
  - 2. ✗ Linear regression
  - 3. ✗ Non-linear regression
  - 4. ✗ Clustering
- Q15) Which factor affects performance during definition phase of an OLAP cube
- 1. ✗ Number of measures
  - 2. ✗ Number of source data transactions
  - 3. ✓ Number of dimensions
  - 4. ✗ Number of referential integrity constraints
- Q16) Which of the following does not form part of BI Stack in SQL Server ?
- 1. ✗ SSRS

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- 3. ✗ SSAS
  - 4. ✓ OBIEE
- Q17) What is the most appropriate element of business intelligence architecture to discuss with end users
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  - 2. ✗ SetPermissionSet
  - 3. ✗ Permission
  - 4. ✗ None of the mentioned
- Q19) Which of the following areas are affected by BI ?
- 1. ✗ Revenue
  - 2. ✓ CRM
  - 3. ✗ Sales
  - 4. ✗ All of the mentioned
- Q20) Which type of data sets, does k-means partitioning is suitable for
- 1. ✗ Small data sets
  - 2. ✓ Separated clusters
  - 3. ✗ Spatial data sets
  - 4. ✗ Large data sets
- Q21) Which term describes the expansion of an analytical report to show detail along one dimension
- 1. ✗ Pivot

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- 3. ✗ Compression
  - 4. ✓ Drill down
- Q22) When business intelligence is focused on external competition then, it is
- 1. ✗ External business intelligence
  - 2. ✗ Smart
  - 3. ✗ Illegal
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  - 2. ✗ support
  - 3. ✗ lift
  - 4. ✓ confidence
- Q24) What does business intelligence help knowledge workers understand
- 1. ✗ Capabilities of the firm
  - 2. ✗ State of the art, trends, and future directions in the markets
  - 3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
  - 4. ✓ All of the above
- Q25) Which of the following is a data cleansing process
- 1. ✗ Extracting only valid data
  - 2. ✓ Checking referential integrity
  - 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q26) When was SAP R/3 was launched

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2. ✗ 1981.0

3. ✓ 1992.0

4. ✗ 2000.0

- Q27) Which type of dashboard provides information about failed ETL

1. ✓ operational

2. ✗ technical

3. ✗ strategic

4. ✗ None of the above

- Q28) Which of the following permission setting provides internal computation permission ?

1. ✗ Unsafe

2. ✗ ExternalAccess

3. ✓ safe

4. ✗ All of the mentioned

- Q29) How MDM can be implemented as

1. ✗ a process

2. ✗ an infrastructure,

3. ✗ a tool

4. ✓ All of the above

- Q30) BI can catalyze a business's success in terms of :

1. ✗ Distinguish the products and services that drive revenues

2. ✗ Rank customers and locations based on profitability

3. ✗ Ranks customers and locations based on probability

4. ✓ All of the mentioned

- Q31) If functions in one assembly call functions in a separate assembly, you must register both assemblies in :

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2. ✓ server
3. ✗ table
4. ✗ none of the mentioned
- Q32) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✗ Automatic workflow system
    - 4. ✓ Knowledge management system
  - Q33) Which tool is used for querying data warehouse
    - 1. ✗ Database management systems
    - 2. ✗ Picks and shovels
    - 3. ✓ Data-mining tools
    - 4. ✗ Data marts
  - Q34) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q35) Which of the following property is set to zero so that all levels are not created ?
    - 1. ✗ Aggregatable
    - 2. ✓ IsAggregatable
    - 3. ✗ IsAggregate
    - 4. ✗ All of the mentioned
  - Q36) The "F" in RFM analysis stands for \_\_\_\_\_ .

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- 2. ✗ freshness
  - 3. ✗ fast food
  - 4. ✗ fantasy
- Q37) Which method is usually used to minimize the effect of on-line disk failure in large data warehouse
    - 1. ✗ Striping
    - 2. ✗ Blocking
    - 3. ✓ Mirroring
    - 4. ✗ Double buffering
  - Q38) What is the unit called, in which character text is parsed during term extraction
    - 1. ✓ Word
    - 2. ✗ Token
    - 3. ✗ Element
    - 4. ✗ Block
  - Q39) Which ERP system module has order entry and purchasing details
    - 1. ✗ Financials
    - 2. ✗ Manufacturing
    - 3. ✓ Supply Chain Management
    - 4. ✗ Projects
  - Q40) Which type of dashboard, is used to measure the individual user growth within an organization
    - 1. ✗ operational
    - 2. ✓ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q41) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?

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- 2. ✗ Membership
  - 3. ✗ Client
  - 4. ✗ Server
- Q42) Business intelligence (BI) is a broad category of application programs which includes :
- 1. ✗ Decision support
  - 2. ✗ Data mining
  - 3. ✗ OLAP
  - 4. ✓ All of the mentioned
- Q43) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
- 1. ✗ database
  - 2. ✓ server
  - 3. ✗ user
  - 4. ✗ none of the mentioned
- Q44) What is the main benefit of business intelligence
- 1. ✗ Applicable for every part of Organization
  - 2. ✗ Quick answer to problem
  - 3. ✗ Find cause of Problem
  - 4. ✓ All of the above
- Q45) Which ERP system module has activity management, time and expense details
- 1. ✗ Financials
  - 2. ✗ Manufacturing
  - 3. ✗ Supply Chain Management
  - 4. ✓ Projects
- Q46) 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.

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- 2. ✗ business information warehouse
- 3. ✗ business intelligence
- 4. ✓ business warehouse

- Q47) Which of the following is not an deterrent to data quality

- 1. ✗ Plausibility of values
- 2. ✗ Devoid of delimiter in a flat file
- 3. ✓ Nullification of redundancies
- 4. ✗ Value deviations leading to noise

- Q48) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_ .

- 1. ✗ record transactions
- 2. ✓ analyze and rank customers
- 3. ✗ predict future sales using regression techniques
- 4. ✗ perform OLAP

- Q49) When should data sources be identified in the data warehouse implementation process

- 1. ✓ After user needs are defined
- 2. ✗ After schema design
- 3. ✗ After data cleansing
- 4. ✗ After selection of an extraction tool

- Q50) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system

- 1. ✗ Roll-out
- 2. ✗ Designing
- 3. ✗ Planning
- 4. ✓ Realization

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

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## Answer Sheet

- Q1) What is the main benefit of business intelligence

1.  Applicable for every part of Organization
2.  Quick answer to problem
3.  Find cause of Problem

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- Q2) When business intelligence is focused on external competition then, it is
  1. ✗ External business intelligence
  2. ✗ Smart
  3. ✗ Illegal
  4. ✓ Competitive intelligence
- Q3) 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 \_\_\_\_\_.
  1. ✗ the basic probability
  2. ✗ support
  3. ✗ lift
  4. ✓ confidence
- Q4) What functional areas are supported by an ERP
  1. ✗ human resource management
  2. ✗ accounting
  3. ✗ manufacturing
  4. ✓ All of the above
- Q5) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
  1. ✗ Business process management system
  2. ✗ Workflow system
  3. ✗ Automatic workflow system
  4. ✓ Knowledge management system
- Q6) Which ERP system module has order entry and purchasing details
  1. ✗ Financials
  2. ✗ Manufacturing

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4. ✗ Projects

- Q7) Which of the following is not an deterrent to data quality

1. ✗ Plausibility of values
2. ✗ Devoid of delimiter in a flat file
3. ✓ Nullification of redundancies
4. ✗ Value deviations leading to noise

- Q8) The \_\_\_\_\_ attribute is the attribute in a dimension that identifies the columns in the dimension main table that are used in foreign key relationships to the fact table.

1. ✗ Dim
2. ✓ KEY
3. ✗ PK
4. ✗ None of the mentioned

- Q9) This is an XML-based metalanguage developed by the Business Process Management Initiative (BPML) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise dat

1. ✗ BizTalk
2. ✓ BPML
3. ✗ e-biz
4. ✗ ebXML

- Q10) Which ERP system module has activity management, time and expense details

1. ✗ Financials
2. ✗ Manufacturing
3. ✗ Supply Chain Management
4. ✓ Projects

- Q11) 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 \_\_\_\_\_ .

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- 2. ✗ inconsistent data
  - 3. ✓ non-integrated data
  - 4. ✗ a "wrong format" problem
- Q12) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.
    1. ✗ predictive technology
    2. ✗ disaster recovery
    3. ✗ phase change
    4. ✓ predictive modeling
  - Q13) Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.
    1. ✗ child
    2. ✓ parent
    3. ✗ both child and parent
    4. ✗ None of the mentioned
  - Q14) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    1. ✗ one-to-one
    2. ✓ many-to-one
    3. ✗ many-many
    4. ✗ All of the mentioned
  - Q15) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative

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1. ✗ Metadata design
  2. ✓ Visualization requirements
  3. ✗ Data warehouse design
  4. ✗ Data propagation methodology
- Q17) Which type of problem is suitable for using open API for solving analytic problem
    1. ✗ One time
    2. ✗ Short time frame
    3. ✗ Shorter engagements
    4. ✓ None of the above
  - Q18) What is a subset of a data warehouse
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q19) 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.
    1. ✓ database marketing
    2. ✗ marketing encyclopedia
    3. ✗ application integration
    4. ✗ business technology management
  - Q20) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above

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1. ✗ Nearest Neighbour
  2. ✓ Clustering
  3. ✗ Linear regression
  4. ✗ Non-linear regression
- Q22) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
    1. ✓ EIS
    2. ✗ DSS
    3. ✗ Depends upon the data
    4. ✗ Dependant on input predictor
  - Q23) Which type of dashboard provides information about failed ETL
    1. ✓ operational
    2. ✗ technical
    3. ✗ strategic
    4. ✗ None of the above
  - Q24) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q25) Which of the following is a data cleansing process
    1. ✗ Extracting only valid data
    2. ✓ Checking referential integrity
    3. ✗ Building dimensions
    4. ✗ Summarizing data

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- Q26) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
  1. ✓ Institutional performance management
  2. ✗ Gap analysis
  3. ✗ Slice and Dice
  4. ✗ None of the mentioned
- Q27) What is the benefit of storing attribute definitions as metadata
  1. ✗ Allows for bi-directional update of operational data
  2. ✗ Significantly enhances load time performance
  3. ✗ Reduces overall storage requirements
  4. ✓ Allows data load rules to be shared across multiple tools
- Q28) What does SOPs formation result in
  1. ✗ cost sheets
  2. ✗ specification sheet
  3. ✓ documented procedures
  4. ✗ analysis report
- Q29) Which factor usually determines when a data warehouse is scheduled for updation
  1. ✗ Calendar events
  2. ✗ System requirements
  3. ✓ Business requirements
  4. ✗ Volatility of operational data store
- Q30) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
  1. ✗ Centralized API approach
  2. ✗ Decentralized API approach

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4. ✗ Centralized or repository approach
- Q31) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
    - 1. ✗ Roll-out
    - 2. ✗ Designing
    - 3. ✗ Planning
    - 4. ✓ Realization
  - Q32) What is the important characteristic of good KPI
    - 1. ✗ Actionable
    - 2. ✗ Align with business goal effectively.
    - 3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
    - 4. ✓ All of the above
  - Q33) Which of the following namespace discover set of assemblies ?
    - 1. ✓ System.Reflection
    - 2. ✗ System.Refraction
    - 3. ✗ Sys.Reflection
    - 4. ✗ All of the mentioned
  - Q34) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q35) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.

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- 2. ✗ Data Cube
  - 3. ✗ Dashboard
  - 4. ✗ All of the mentioned
- Q36) **What type of model is used for text retrieval**
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression
    4. ✗ Clustering
  - Q37) **Members of a \_\_\_\_\_ dimension can only be moved within the same level.**
    1. ✗ readback
    2. ✓ writeback
    3. ✗ readwrite
    4. ✗ All of the mentioned
  - Q38) **Which system manages a document through all stages of its life cycle**
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✓ Document management system
    4. ✗ Automatic workflow system
  - Q39) **Business Intelligence (BI) systems do not obtain their data by which of the following means?**
    1. ✗ Read and process data from an operational database
    2. ✓ Process transactions
    3. ✗ Process extracts from operational databases
    4. ✗ Process data purchased from data vendors
  - Q40) **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.**

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- 3. ✗ customer life cycle
  - 4. ✓ customer segmentation
- Q41) \_\_\_\_\_ let you create external, user-defined functions using any common language runtime (CLR) language
- 1. ✗ Aggregate
  - 2. ✓ Assemblies
  - 3. ✗ Synonym
  - 4. ✗ All of the mentioned
- Q42) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
- 1. ✗ Perform full data refresh
  - 2. ✗ Append the summary data to the target
  - 3. ✗ Create a mirror image of the operational tables on another system
  - 4. ✓ Apply the net changes in the data
- Q43) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
- 1. ✓ Data warehouse
  - 2. ✗ External intelligence gathering 'bots
  - 3. ✗ Artificial intelligence
  - 4. ✗ Competitive intelligence system
- Q44) What is the name of SaaS offering by SAP
- 1. ✓ Business ByDesign
  - 2. ✗ GRC
  - 3. ✗ Duet
  - 4. ✗ PLM
- Q45) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are

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1. ✓ BI
2. ✗ ETL
3. ✗ MIS
4. ✗ OBIEE

- Q46) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
  1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
  2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
  3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
  4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
- Q47) Which of the following property enables Analysis Services to use a faster algorithm for string hashing and comparison ?
  1. ✗ EnableFast1033Local
  2. ✗ EnableFast1036Locale
  3. ✓ EnableFast1033Locale
  4. ✗ EnableQuick1033Locale
- Q48) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
  1. ✗ Eliminates the need for a data mart
  2. ✗ Facilitates the correction of errors at the branch office
  3. ✓ Provides a consistent corporate view of business information
  4. ✗ Eliminates the need for branch operational system reports
- Q49) Point out the wrong statement :
  1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
  2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed

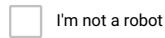
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4. ✗ All of the mentioned
- Q50) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    - 1. ✗ By redesigning the report template for each end user
    - 2. ✓ By allowing end users the flexibility to create their own reports
    - 3. ✗ By providing the current reports in softcopy format
    - 4. ✗ By allowing end users to define their own metadata

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## Business Intelligence Mock Test

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0 of 50 questions are answered correctly

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## Answer Sheet

- Q1) Which of the following is supported by data warehouse
  - 1. ✗ Data cube
  - 2. ✗ OLTP
  - 3. ✗ OLAP
  - 4. ✓ All of the above
- Q2) What is the main benefit of business intelligence
  - 1. ✗ Applicable for every part of Organization
  - 2. ✗ Quick answer to problem

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4. ✓ All of the above
- Q3) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    - 1. ✗ Eliminates the need for a data mart
    - 2. ✗ Facilitates the correction of errors at the branch office
    - 3. ✓ Provides a consistent corporate view of business information
    - 4. ✗ Eliminates the need for branch operational system reports
  - Q4) Which term describes the expansion of an analytical report to show detail along one dimension
    - 1. ✗ Pivot
    - 2. ✗ Roll up
    - 3. ✗ Compression
    - 4. ✓ Drill down
  - Q5) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    - 1. ✗ Region and sales
    - 2. ✗ Stores and region
    - 3. ✓ Stores and time
    - 4. ✗ Stores, sales and product
  - Q6) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?
    - 1. ✓ Database
    - 2. ✗ Membership
    - 3. ✗ Client
    - 4. ✗ Server
  - Q7) 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 dat

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2. ✓ BPML
3. ✗ e-biz
4. ✗ ebXML
- Q8) Which of the following permission setting provides internal computation permission ?
    1. ✗ Unsafe
    2. ✗ ExternalAccess
    3. ✓ safe
    4. ✗ All of the mentioned
  - Q9) What type of management information system uses knowledge-based systems
    1. ✗ MIS
    2. ✗ MRP
    3. ✗ EIS
    4. ✓ DSS
  - Q10) What does SOPs formation result in
    1. ✗ cost sheets
    2. ✗ specification sheet
    3. ✓ documented procedures
    4. ✗ analysis report
  - Q11) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q12) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge

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- 2. ✗ Workflow system
  - 3. ✗ Automatic workflow system
  - 4. ✓ Knowledge management system
- Q13) Which clustering technique models individual text items as vector space points for text mining
- 1. ✗ Non-Hierarchical Divisive
  - 2. ✗ Non-Hierarchical Agglomerative
  - 3. ✗ Hierarchical Divisive
  - 4. ✓ Hierarchical Agglomerative
- Q14) What is the benefit of storing attribute definitions as metadata
- 1. ✗ Allows for bi-directional update of operational data
  - 2. ✗ Significantly enhances load time performance
  - 3. ✗ Reduces overall storage requirements
  - 4. ✓ Allows data load rules to be shared across multiple tools
- Q15) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
- 1. ✓ PermissionSet
  - 2. ✗ SetPermissionSet
  - 3. ✗ Permission
  - 4. ✗ None of the mentioned
- Q16) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- 1. ✗ spend management
  - 2. ✗ supplier relationship management
  - 3. ✓ hosted CRM
  - 4. ✗ Customer Information Control System
- Q17) Which of the following is a logical collection of data gathered from many databases and used to

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1. ✓ Data warehouse
  2. ✗ External intelligence gathering 'bots
  3. ✗ Artificial intelligence
  4. ✗ Competitive intelligence system
- Q18) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q19) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
    1. ✗ Relational
    2. ✗ Snowflake
    3. ✓ Star
    4. ✗ None of the mentioned
  - Q20) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q21) The reports generated by a reporting system are usually not delivered in which of the following media?
    1. ✗ Web portal
    2. ✓ Commercial courier service
    3. ✗ Digital dashboard

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- Q22) \_\_\_\_\_ is currency used to store transactions on which measures to be converted are based in SSAS.
  1. ✓ Local currency
  2. ✗ Pivot currency
  3. ✗ Global currency
  4. ✗ None of the mentioned
- Q23) 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.
  1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q24) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
  1. ✓ Data staging
  2. ✗ Data integration
  3. ✗ ETL
  4. ✗ None of the mentioned
- Q25) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
  1. ✗ Roll-out
  2. ✗ Designing
  3. ✗ Planning
  4. ✓ Realization
- Q26) What is the unit called, in which character text is parsed during term extraction
  1. ✓ Word

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- 3. ✗ Element
  - 4. ✗ Block
- Q27) What is the objective of a business intelligence system
1. ✗ Gathering confidential information from competitors
  2. ✗ Improving the timeliness and quality of decisions
  3. ✓ Improving the timeliness and quality of input for decision making
  4. ✗ All of the above

- Q28) Which factor usually determines when a data warehouse is scheduled for updation

1. ✗ Calendar events
2. ✗ System requirements
3. ✓ Business requirements
4. ✗ Volatility of operational data store

- Q29) Business Intelligence (BI) systems do not obtain their data by which of the following means?

1. ✗ Read and process data from an operational database
2. ✓ Process transactions
3. ✗ Process extracts from operational databases
4. ✗ Process data purchased from data vendors

- Q30) Which type of data sets, does k-means partitioning is suitable for

1. ✗ Small data sets
2. ✓ Separated clusters
3. ✗ Spatial data sets
4. ✗ Large data sets

- Q31) Which of the following is a data cleansing process

1. ✗ Extracting only valid data

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- 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q32) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
- 1. ✓ Institutional performance management
  - 2. ✗ Gap analysis
  - 3. ✗ Slice and Dice
  - 4. ✗ None of the mentioned
- Q33) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
- 1. ✓ EIS
  - 2. ✗ DSS
  - 3. ✗ Depends upon the data
  - 4. ✗ Dependant on input predictor
- Q34) What is the most appropriate element of business intelligence architecture to discuss with end users
- 1. ✗ Metadata design
  - 2. ✓ Visualization requirements
  - 3. ✗ Data warehouse design
  - 4. ✗ Data propagation methodology
- Q35) When time series information is given, what is the best statistical technique used to forecast the next six months
- 1. ✗ Cluster analysis
  - 2. ✗ Association analysis
  - 3. ✓ Trend analysis
  - 4. ✗ Multidimensional analysis
- Q36) In BI AP we are interested in

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2. ✗ dimensions only
3. ✗ measures only
4. ✓ measures and dimensions

• Q37) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

1. ✗ one-to-one
2. ✓ many-to-one
3. ✗ many-many
4. ✗ All of the mentioned

• Q38) What type of model is used for text retrieval

1. ✓ Nearest Neighbour
2. ✗ Linear regression
3. ✗ Non-linear regression
4. ✗ Clustering

• Q39) Which of the following may require the analysis of data from past, or present, or may look into future predictions

1. ✓ Query
2. ✗ Result
3. ✗ Summary
4. ✗ None of the above

• Q40) When business intelligence is focused on external competition then, it is

1. ✗ External business intelligence
2. ✗ Smart
3. ✗ Illegal
4. ✓ Competitive intelligence

• Q41) If functions in one assembly call functions in a separate assembly, you must register both

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- 2. ✓ server
  - 3. ✗ table
  - 4. ✗ none of the mentioned
- Q42) Which of the following is an unsupervised data mining technique?
    1. ✓ Cluster analysis only
    2. ✗ Regression Analysis only
    3. ✗ RFM Analysis only
    4. ✗ Both Regression Analysis and RFM Analysis
  - Q43) Which of the following is not an financial report
    1. ✗ balance sheet
    2. ✗ trial balance
    3. ✗ quarterly financial statement
    4. ✓ None of the above
  - Q44) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q45) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
    1. ✓ Aggregation
    2. ✗ Adhoc Query
    3. ✗ Atomic Data
    4. ✗ Cube
  - Q46) Who first used the term Business Intelligence in an article

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2. ✓ Hans Peter Luhn
3. ✗ Cosby
4. ✗ John Wiley
- Q47) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    - 1. ✓ Data warehouse
    - 2. ✗ External intelligence gathering 'bots
    - 3. ✗ Artificial intelligence
    - 4. ✗ Competitive intelligence system
  - Q48) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
    - 1. ✗ Centralized API approach
    - 2. ✗ Decentralized API approach
    - 3. ✓ Decentralized or interchange approach
    - 4. ✗ Centralized or repository approach
  - Q49) What type of management information system is intended to facilitate and support the information and decision-making needs of senior executives by providing easy access to both internal and external information relevant to meeting the strategic goals of the organization
    - 1. ✗ MIS
    - 2. ✗ MRP
    - 3. ✓ EIS
    - 4. ✗ DSS
  - Q50) 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 \_\_\_\_\_ .
    - 1. ✗ dirty data
    - 2. ✗ inconsistent data

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4. ✗ a "wrong format" problem

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## **UNIT-1**

1.Which of the following level of managers develop short- and medium-range plans, schedules, and budgets and specify the policies, procedures, and business objectives for their sub-units of the company?

- A) Strategic                    B) **Tactical**                    C) Operational                    D)

Front line

2.Information that is outdated, inaccurate, or hard to understand would be very meaningful, useful, or valuable to you or other business professionals.

- A) True                        B) False

3.The emerging class of applications focuses on personalized decision support, modeling, information retrieval, data warehousing, what-if scenarios, and reporting is called:

- A) **Decision Support Trends**                    B) Decision Support History  
C) Decision Support models                        D) Decision Support class

4.The growth of corporate intranets, extranets, as well as the web, has accelerated the development and use of “executive class” information delivery and decision support software tools by lower levels of management and by individuals and teams of business professionals. This dramatic expansion has opened the door to the use of which of the following tool?

- A) **Business intelligence (BI)**                    B) Business Knowledge (BK)  
C) Business Ideas (BI)                              C) Busyness Intelligent (BI)

5.The Decision support systems use all of the following EXCEPT:

- A) Analytical models,                    B) Specialized databases

### C) Online Transaction processing

6 .Decision making is (simplistically) typically described as which of the following?

- a. deciding what is correct
- b. putting preferences on paper
- c. choosing among alternatives**
- d. processing information to completion.

7. A series of eight steps that begins with identifying a problem and decision criteria and allocating weights to those criteria; moves to developing, analyzing, and selecting an alternative that can resolve the problem; implements the alternative; and concludes with evaluating the decision's effectiveness is the \_\_\_\_\_.

- a. decision-making process**
- b .managerial process
- c. maximin style
- d. bounded rationality approach

8. The first step in the decision-making process is which of the following?

- a. developing decision criteria
- b. allocating weights to the criteria
- c. analyzing alternatives
- d. identifying a problem**

9. The process of selecting decision criteria is accomplished by \_\_\_\_\_.

- a. massaging the data that will support a given decision
- b. flipping a coin to produce a 50-50 chance of being right
- c. determining what is relevant in making the decision**
- d. examining the difference in the opportunities available

10.What should be a major characteristic of a DSS?

- A). Automates decision making.
- B). Includes a spreadsheet model.
- C). Responds quickly to the changing needs of decision makers.**

11.What is the most important component of a Decision Support System?

- A). Architecture and network design.
- B). Database.
- C). Mathematical models and analytical tools.
- D). User interface.**

12. Top-level managers use .....models to help them.

A – Operational    B- Tachtical    **C- Strategic**

13. Decision at the operational level tend to be more:

- A. Programmed decision**
- C. Semi-structured decision
- B- Tactical decision
- D- Unstructured decision

14.What is a data warehouse?

- A). A database application that searches for hidden patterns in a data base.
- B). A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.**
- C). An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.

15. What general type of DSS would include 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

16. Which of the following web sites provides organized information on a wide variety of Decision Support Systems topics?

A). <http://DSSResources.COM>

B).

<http://www.usatoday.com>

C). <http://www.zoogdisney.com>

D).

<http://www.hotmail.com>

17. Information has three dimensions. They are:-

A) Time, consent, and form

B) Time, content,

**and form**

C) Cost, content, and form

D) Time, content,

and Value

18. \_\_\_\_\_ were the original type of information system developed to support managerial decision making. An MIS produces information.

**A) Management information systems**

B) Decision Support systems

C) Management Tracking Systems

D) Strategic Information System

19. \_\_\_\_\_ represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.

- A) Data Entry Systems
- B) Data Analysis systems
- C) Database Management
- D) Data visualization systems**

20. Decision support system involves all of the following types of analytical modeling activities except?

- A) what-if analysis
- B) Sensitivity analysis
- C) Heuristics**
- D) optimization analysis

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## **UNIT-2**

1.What are the challenges to developing BI with semi-structured or unstructured data?

- unstructured data is stored in a huge variety of formats
- there is a need to develop a standardized terminology

**Both a and b**

Problem of format and terminology is just with unstructured data and not semi structured data

2. 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

3. 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

**4. one of the following is the Business intelligence broad category of application programs?**

- A. OLAP
- B. Data mining
- C. Decision support**
- D. Both A and B
- E. All of these

**5. which of the following is a central point from which all customer contacts are managed?**

- A. call center
- B. help system
- C. multichannel marketing
- D. contact centre**
- E. None of these

**6. Business intelligence affected by areas.**

- A. Sales
- B. CRM**
- C. Revenue
- D. Both A and B
- E. None of these

**7. \_\_\_\_\_ technique used to predict future behaviour and anticipate the consequences of change.**

- A. predictive modelling**
- B. disaster recovery
- C. predictive technology
- D. Digital Silhouettes
- E. Both A and B

**8. \_\_\_\_\_ is not a part of BI Stack in SQL Server.**

- A. SSRS
- B. OBIEE**
- C. SSAS
- D. SSIS
- E. None of these

**9. The first step in a Stage-gate process is\_\_\_\_\_.**

- A. Generate ideas and concepts**
- B. Demonstrate a plan
- C. Initiate learning

- D. Develop a product
- E. All of these

10. **IS stands for \_\_\_\_\_.**

- A. Internal services
- B. Information systems**
- C. International sales
- D. Intelligent strategy
- E. None of these

11. Once getting problem identified with its causes, next step involved in;

- A. choosing team lead
- B. identifying solution to problem
- C. identifying the problem
- D. All of above**

12. Which system supports business processes end to end?

- a. Management System
- b. Accounting System
- c. Enterprise System**
- d. Functional Structure

13. 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**

14. 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

15. 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**

16. 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

17. \_\_\_\_\_ 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

18. \_\_\_\_\_ 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

19. What are the types of business reports?

- a) Annual Reports
- b) Legal Reports
- c) Quarterly Reports
- d) All of the mentioned**

20. Obstacles to Business Intelligence in an Organization are:

- a) Earnings and Financial Forecasts
- b) Organisational Dimensions
- c) Lack of BI Strategy**
- d) None of the above

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## UNIT-3

1. What is true about Data Visualization?

- 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.

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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

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

How will you  
graphically  
represent  
expenditure  
in different  
departments

?

- A.  
Column  
Chart
  - B.  
Line Chart
  - C.  
Pie Chart
-

D.  
Dot Chart

Answer : Pie  
Chart [Optio  
n : C]

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- Q      What type of chart is good for single series of data ?
- A.  
Column Chart
  - B.  
Line Chart
  - C.  
Pie Chart
  - D.  
Cone Chart

Answer : Pie Chart [Option : C]

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#### **UNIT-4**

1. \_\_\_\_ is an indicator of the measurement of success in any organization.
- a) Poka-Yoke
  - b) 5S
  - c) Performance Measures
  - d) Benchmarking

Answer: c

What is a Key Performance Indicator?



A way to assess employee behavior.



A synopsis of a business' digital marketing.



A measurable value for tracking business goals.



A look back at all the previous year's objectives.

**Key Performance Indicators may vary based on all of the following EXCEPT which?**

- a. Type of industry
- b. Business goals
- c. Departments
- d. Number of employees

**Which topic is NOT considered an human resources key performance indicator?**

- a. cost per hire
- b. scorecards
- c. **trend analysis**
- d. sales of a product

**In terms of key performance indicators for human resources, outsourcing data refers to**

- a. the cost around filling open positions and helps to determine the amount spent to hire a new employee.
- b. when a company utilizes outside companies to help handle workloads instead of the internal workforce.
- c. **the use of data to capture the number of employees the organization may need currently and in the future.**
- d. asking competitors about best practices

- At what stage of the production process do we start measuring First Pass Yield?
  - e. A. Tuning
  - f. B. Assembly
  - g. C. **Inspection**
  - h. D. Kitting

What does our On-Time To Promise KPI measure?

- e. A. Our ability to live up to our promises.
- f. B. The number of times we are late with our product delivery to customers.
- g. C. The percentage of time we produce our product on time.
- h. **D. The percentage of time we're successful at delivering the product when we promised our customers we would deliver it.**

When a product requires rework which KPIs are impacted?

- i. A. Manufacturing Lead Time and On Time To Promise.
- j. B. First Pass Yield.
- k. C. Productivity.
- l. **D. All of the these KPIs are impacted.**

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## UNIT-5

1. 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**

2. Which of the following areas are affected by BI?

- a) Revenue
- b) CRM**
- c) Sales
- d) All of the mentioned

3. 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

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 are direct benefits of Business Intelligence?

- a). **Decision making**
- b) Delivers data mining functionality
- c) Artificial intelligence
- d) All of the above

6. \_\_\_\_\_ in business intelligence allows huge data and reports to be read in a single graphical interface

- a) Reports

- b) OLAP
- c) **Dashboard**
- d) Warehouse

7. 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

8. 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

9. 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](#)

10. 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](#)

11. 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](#)

## **12. Business intelligence improves [marketing effectiveness](#) by enabling marketers to:**

- Analyze business data to uncover trends across product categories, SKUs, customers and regions
- Identify profitable customers who could participate in VIP, loyalty and reference/case study programs

- Use specific targeting to maximize revenue and minimize marketing overheads
- All of the above

**13. Benefits of using BI for sales include which of the following:**

- The ability to see your top and bottom customers by profit, sales value and margin
- The ability to compare sales over time, sales vs no sales, gap analysis, trend analysis and forecasting
- A more informed sales team who can make data driven decisions
- All of the above

**14. Business intelligence offers a real-time view of a company's financial picture. Which of the following can a finance manager access through BI?**

- Profit and loss, general ledger, and balance sheet figures
- The time it will take to complete a complex finance project
- The exact business turnover in 2025
- Their personal investment portfolio

15. Business intelligence equips enterprises to gain business advantage from data

- A. TRUE
- B. FALSE
- C. Can be true or false
- D. Can not say

16. 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**

17. Customer Relationship Management is about

- a) Acquiring the right customer
- b) Instituting the best processes
- c) Motivating employees

**d) All of the above**

Answer:D

18. CRM technology can help in

- a) Designing direct marketing efforts
- b) Developing new pricing models
- c) Processing transactions faster

**d) All of the above**

19. 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

20. 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**

21. 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

22. \_\_\_\_\_ 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

23. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

24. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

25. 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

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## **UNIT-6**

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

- 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.

INCORRECT

The final stage of an information audit is:

**Your Answer:** define information requirements.

**Correct Answer:** develop action plan.

---

8.

INCORRECT

Place the following in the appropriate order of transformation.

**Your Answer:** None of the above.

**Correct Answer:** Data, Information, Knowledge, Actions, Results.

---

9.

INCORRECT

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.

---

10.

CORRECT

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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
  - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights andtake solver 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 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 functions lm.fit?

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

View Answer

Ans : A

Explanation: lm calls the lower level functions lm.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.

**20. \_\_\_\_\_ is used for density plots?**

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

**1. Which of the following method make vector of repeated values?**

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process		None of the above	A
	14	Data independence means	Data is defined separately and not included in program	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	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	B
	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 exampes 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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of .....	IFLA	UNISIST.	UNESCO	INSDOC	C
	13 Informal self education is possible in what kind of library? 15 Is a process of information	Extension service	Service of a public library	Both	none of the above	C
	16 Feedback mechanism is a part of which service?	National Library Books	Public Library Computers	Specific Library CD-ROM	College Library None of the above	B C
	17 What is the collection of terms or records in MARC called?	Reprography System	CAS Network	Translation service Website	SDI Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is....	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at ;	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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

✓  
D All

33.) Who are the vendors of the BI dashboards?

- A Oracle
- B Microsoft
- C None
- D All

✓  
D 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
- B Dashboard
- C None
- D All

✓  
B Dashboard

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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does **not** \_\_\_\_\_.
  - A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

**Answer: C**

2. Which of the following are **not** done by Business Intelligence (BI) systems?
  - A. 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.

**Answer: B**

3. Business Intelligence (BI) systems do **not** obtain their data by which of the following means?
  - A. Read and process data from an operational database

- B.** Process transactions
- C.** Process extracts from operational databases
- D.** Process data purchased from data vendors

**Answer: B**

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A.** Dirty data
- B.** Inconsistent data
- C.** Too much data
- D.** Non-integrated data

**Answer: C**

5. 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?

- A.** Push
- B.** Pull
- C.** RFM
- D.** OLAP

**Answer: 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 four 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

**B.** support

**C.** lift

**D.** confidence

**Answer: B**

---

9. Business Intelligence (BI) reporting systems **cannot** do which of the following operations?

**A.** Filter data

**B.** Group data

**C.** Modify data

**D.** Both filter and group data

**Answer: C**

10. Which of the following is **not** a component of a data warehouse?

**A.** Data extraction/cleaning/preparation programs

**B.** Data warehouse data

**C.** Data metadata

- D.** None of the above are data warehouse components.

**Answer: C**

11. Business Intelligence (BI) reporting analyses can be performed using\_\_\_\_\_.

- A.** standard SQL only
- B.** extensions to SQL only
- C.** OLAP only
- D.** both standard SQL and extensions to SQL

**Answer: A**

12. 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\_\_\_\_\_.

- A.** dirty data
- B.** inconsistent data
- C.** non-integrated data
- D.** a "wrong format" problem

**Answer: C**

13. The reports generated by a reporting system are usually **not** delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

**Answer: B**

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

**Answer: C**

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

**Answer: A**

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

**Answer: D**

17. Which 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

**Answer: A**

18. 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\_\_\_\_\_.

- A.** the basic probability
- B.** support
- C.** lift
- D.** confidence

**Answer: D**

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A.** cluster analysis only
- B.** regression analysis only
- C.** RFM analysis only
- D.** both cluster analysis and regression analysis

**Answer: C**

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

- 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.

INCORRECT

The final stage of an information audit is:

**Your Answer:** define information requirements.

**Correct Answer:** develop action plan.

---

8.

INCORRECT

Place the following in the appropriate order of transformation.

**Your Answer:** None of the above.

**Correct Answer:** Data, Information, Knowledge, Actions, Results.

---

9.

INCORRECT

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.

---

10.

CORRECT

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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
  - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights andtake solver 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 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 functions lm.fit?

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

View Answer

Ans : A

Explanation: lm calls the lower level functions lm.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.

**20. \_\_\_\_\_ is used for density plots?**

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

**1. Which of the following method make vector of repeated values?**

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process		None of the above	A
	14	Data independence means	Data is defined separately and not included in program	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	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	B
	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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by Reading centre's, story hours, exhibitions and reading to literature are forms of .....	IFLA	UNISIST.	UNESCO	INSDOC	C
	13 Informal self education is possible in what kind of library? 15 Is a process of information	Extension service	Service of a public library	Both	none of the above	C
	16 Feedback mechanism is a part of which service?	National Library Books	Public Library Computers	Specific Library CD-ROM	College Library None of the above	B C
	17 What is the collection of terms or records in MARC called?	Reprography System	CAS Network	Translation service Website	SDI Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is....	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at ;	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 satisfies needs of managers, engineers and 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does **not**\_\_\_\_\_.
  - A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

**Answer: C**

2. Which of the following are **not** done by Business Intelligence (BI) systems?
  - A. 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.

**Answer: B**

3. Business Intelligence (BI) systems do **not** obtain their data by which of the following means?
  - A. Read and process data from an operational database

- B.** Process transactions
- C.** Process extracts from operational databases
- D.** Process data purchased from data vendors

**Answer: B**

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A.** Dirty data
- B.** Inconsistent data
- C.** Too much data
- D.** Non-integrated data

**Answer: C**

5. 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?

- |                |                |
|----------------|----------------|
| <b>A.</b> Push | <b>B.</b> Pull |
| <b>C.</b> RFM  | <b>D.</b> OLAP |

**Answer: 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 four 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

**B.** support

**C.** lift

**D.** confidence

**Answer: B**

---

9. Business Intelligence (BI) reporting systems **cannot** do which of the following operations?

**A.** Filter data

**B.** Group data

**C.** Modify data

**D.** Both filter and group data

**Answer: C**

10. Which of the following is **not** a component of a data warehouse?

**A.** Data extraction/cleaning/preparation programs

**B.** Data warehouse data

**C.** Data metadata

- D.** None of the above are data warehouse components.

**Answer: C**

11. Business Intelligence (BI) reporting analyses can be performed using\_\_\_\_\_.

- A.** standard SQL only
- B.** extensions to SQL only
- C.** OLAP only
- D.** both standard SQL and extensions to SQL

**Answer: A**

12. 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\_\_\_\_\_.

- A.** dirty data
- B.** inconsistent data
- C.** non-integrated data
- D.** a "wrong format" problem

**Answer: C**

13. The reports generated by a reporting system are usually **not** delivered in which of the following media?

- A.** Web portal
- B.** Commercial courier service
- C.** Digital dashboard
- D.** E-Mail

**Answer: B**

14. Data mining applications are used accomplish which of the following tasks?

- A.** Process transactions only
- B.** Do RFM analysis only
- C.** Do what-if analysis only
- D.** Do both RFM and what-if analysis

**Answer: C**

15. Which of the following is an unsupervised data mining technique?

- A.** Cluster analysis only
- B.** Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

**Answer: A**

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

**Answer: D**

17. Which 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

**Answer: A**

18. 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\_\_\_\_\_.

- A.** the basic probability
- B.** support
- C.** lift
- D.** confidence

**Answer: D**

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A.** cluster analysis only
- B.** regression analysis only
- C.** RFM analysis only
- D.** both cluster analysis and regression analysis

**Answer: C**

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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

## **UNIT-1**

1.Which of the following level of managers develop short- and medium-range plans, schedules, and budgets and specify the policies, procedures, and business objectives for their sub-units of the company?

- A) Strategic                    B) **Tactical**                    C) Operational                    D)

Front line

2.Information that is outdated, inaccurate, or hard to understand would be very meaningful, useful, or valuable to you or other business professionals.

- A) True                        B) False

3.The emerging class of applications focuses on personalized decision support, modeling, information retrieval, data warehousing, what-if scenarios, and reporting is called:

- A) **Decision Support Trends**                    B) Decision Support History  
C) Decision Support models                        D) Decision Support class

4.The growth of corporate intranets, extranets, as well as the web, has accelerated the development and use of “executive class” information delivery and decision support software tools by lower levels of management and by individuals and teams of business professionals. This dramatic expansion has opened the door to the use of which of the following tool?

- A) **Business intelligence (BI)**                    B) Business Knowledge (BK)  
C) Business Ideas (BI)                                C) Busyness Intelligent (BI)

5.The Decision support systems use all of the following EXCEPT:

- A) Analytical models,                    B) Specialized databases

### C) Online Transaction processing

6 .Decision making is (simplistically) typically described as which of the following?

- a. deciding what is correct
- b. putting preferences on paper
- c. choosing among alternatives**
- d. processing information to completion.

7. A series of eight steps that begins with identifying a problem and decision criteria and allocating weights to those criteria; moves to developing, analyzing, and selecting an alternative that can resolve the problem; implements the alternative; and concludes with evaluating the decision's effectiveness is the \_\_\_\_\_.

- a. decision-making process**
- b .managerial process
- c. maximin style
- d. bounded rationality approach

8. The first step in the decision-making process is which of the following?

- a. developing decision criteria
- b. allocating weights to the criteria
- c. analyzing alternatives
- d. identifying a problem**

9. The process of selecting decision criteria is accomplished by \_\_\_\_\_.

- a. massaging the data that will support a given decision
- b. flipping a coin to produce a 50-50 chance of being right
- c. determining what is relevant in making the decision**
- d. examining the difference in the opportunities available

10.What should be a major characteristic of a DSS?

- A). Automates decision making.
- B). Includes a spreadsheet model.
- C). Responds quickly to the changing needs of decision makers.**

11.What is the most important component of a Decision Support System?

- A). Architecture and network design.
- B). Database.
- C). Mathematical models and analytical tools.
- D). User interface.**

12. Top-level managers use .....models to help them.

A – Operational    B- Tactitical    **C- Strategic**

13. Decision at the operational level tend to be more:

- A. Programmed decision**
- C. Semi-structured decision
- B- Tactical decision
- D- Unstructured decision

14.What is a data warehouse?

- A). A database application that searches for hidden patterns in a data base.
- B). A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.**
- C). An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.

15. What general type of DSS would include 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

16. Which of the following web sites provides organized information on a wide variety of Decision Support Systems topics?

A). <http://DSSResources.COM>

B).

<http://www.usatoday.com>

C). <http://www.zoogdisney.com>

D).

<http://www.hotmail.com>

17. Information has three dimensions. They are:-

- |   |                                |
|---|--------------------------------|
| A) Time, consent, and form<br><b>and form</b> | B) Time, content,<br>and form  |
| C) Cost, content, and form<br>and Value       | D) Time, content,<br>and Value |

18. \_\_\_\_\_ were the original type of information system developed to support managerial decision making. An MIS produces information.

- |                                   |                                |
|-----------------------------------|--------------------------------|
| A) Management information systems |                                |
| B) Decision Support systems       |                                |
|                                   | C) Management Tracking Systems |
| D) Strategic Information System   |                                |

19. \_\_\_\_\_ represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.

- A) Data Entry Systems
- B) Data Analysis systems
- C) Database Management
- D) Data visualization systems**

20. Decision support system involves all of the following types of analytical modeling activities except?

- A) what-if analysis
- B) Sensitivity analysis
- C) Heuristics**
- D) optimization analysis

\*\*\*\*\*  
\*\*\*\*\*  
\*\*\*\*\*

## **UNIT-2**

1.What are the challenges to developing BI with semi-structured or unstructured data?

- ❑ unstructured data is stored in a huge variety of formats
- ❑ there is a need to develop a standardized terminology

**Both a and b**

Problem of format and terminology is just with unstructured data and not semi structured data

2. 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

3. 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

**4. one of the following is the Business intelligence broad category of application programs?**

- A. OLAP
- B. Data mining
- C. Decision support**
- D. Both A and B
- E. All of these

**5. which of the following is a central point from which all customer contacts are managed?**

- A. call center
- B. help system
- C. multichannel marketing
- D. contact centre**
- E. None of these

**6. Business intelligence affected by areas.**

- A. Sales
- B. CRM**
- C. Revenue
- D. Both A and B
- E. None of these

**7. \_\_\_\_\_ technique used to predict future behaviour and anticipate the consequences of change.**

- A. predictive modelling**
- B. disaster recovery
- C. predictive technology
- D. Digital Silhouettes
- E. Both A and B

**8. \_\_\_\_\_ is not a part of BI Stack in SQL Server.**

- A. SSRS
- B. OBIEE**
- C. SSAS
- D. SSIS
- E. None of these

**9. The first step in a Stage-gate process is\_\_\_\_\_.**

- A. Generate ideas and concepts**
- B. Demonstrate a plan
- C. Initiate learning

- D. Develop a product
- E. All of these

10. **IS stands for \_\_\_\_\_.**

- A. Internal services
- B. Information systems**
- C. International sales
- D. Intelligent strategy
- E. None of these

11. Once getting problem identified with its causes, next step involved in;

- A. choosing team lead
- B. identifying solution to problem
- C. identifying the problem
- D. All of above**

12. Which system supports business processes end to end?

- a. Management System
- b. Accounting System
- c. Enterprise System**
- d. Functional Structure

13. 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**

14. 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

15. 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**

16. 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

17. \_\_\_\_\_ 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

18. \_\_\_\_\_ 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

19. What are the types of business reports?

- a) Annual Reports
- b) Legal Reports
- c) Quarterly Reports
- d) All of the mentioned**

20. Obstacles to Business Intelligence in an Organization are:

- a) Earnings and Financial Forecasts
- b) Organisational Dimensions
- c) Lack of BI Strategy**
- d) None of the above

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## UNIT-3

1. What is true about Data Visualization?

- 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.

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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

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

How will you  
graphically  
represent  
expenditure  
in different  
departments

?

- A.  
Column  
Chart
  - B.  
Line Chart
  - C.  
Pie Chart
-

D.  
Dot Chart

Answer : Pie  
Chart [Optio  
n : C]

---

- Q      What type of chart is good for single series of data ?
- A.  
Column Chart
  - B.  
Line Chart
  - C.  
Pie Chart
  - D.  
Cone Chart

Answer : Pie Chart [Option : C]

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#### **UNIT-4**

1. \_\_\_\_ is an indicator of the measurement of success in any organization.
- a) Poka-Yoke
  - b) 5S
  - c) Performance Measures
  - d) Benchmarking

Answer: c

What is a Key Performance Indicator?



A way to assess employee behavior.



A synopsis of a business' digital marketing.



A measurable value for tracking business goals.



A look back at all the previous year's objectives.

**Key Performance Indicators may vary based on all of the following EXCEPT which?**

- a. Type of industry
- b. Business goals
- c. Departments
- d. Number of employees

**Which topic is NOT considered an human resources key performance indicator?**

- a. cost per hire
- b. scorecards
- c. **trend analysis**
- d. sales of a product

**In terms of key performance indicators for human resources, outsourcing data refers to**

- a. the cost around filling open positions and helps to determine the amount spent to hire a new employee.
- b. when a company utilizes outside companies to help handle workloads instead of the internal workforce.
- c. **the use of data to capture the number of employees the organization may need currently and in the future.**
- d. asking competitors about best practices

- At what stage of the production process do we start measuring First Pass Yield?
  - e. A. Tuning
  - f. B. Assembly
  - g. C. **Inspection**
  - h. D. Kitting

What does our On-Time To Promise KPI measure?

- e. A. Our ability to live up to our promises.
- f. B. The number of times we are late with our product delivery to customers.
- g. C. The percentage of time we produce our product on time.
- h. **D. The percentage of time we're successful at delivering the product when we promised our customers we would deliver it.**

When a product requires rework which KPIs are impacted?

- i. A. Manufacturing Lead Time and On Time To Promise.
- j. B. First Pass Yield.
- k. C. Productivity.
- l. **D. All of the these KPIs are impacted.**

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## UNIT-5

1. 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**

2. Which of the following areas are affected by BI?

- a) Revenue
- b) CRM**
- c) Sales
- d) All of the mentioned

3. 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

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 are direct benefits of Business Intelligence?

- a). **Decision making**
- b) Delivers data mining functionality
- c) Artificial intelligence
- d) All of the above

6. \_\_\_\_\_ in business intelligence allows huge data and reports to be read in a single graphical interface

- a) Reports

- b) OLAP
- c) **Dashboard**
- d) Warehouse

7. 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

8. 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

9. 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](#)

10. 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](#)

11. 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](#)

## **12. Business intelligence improves [marketing effectiveness](#) by enabling marketers to:**

- Analyze business data to uncover trends across product categories, SKUs, customers and regions
- Identify profitable customers who could participate in VIP, loyalty and reference/case study programs

- Use specific targeting to maximize revenue and minimize marketing overheads
- All of the above

**13. Benefits of using BI for sales include which of the following:**

- The ability to see your top and bottom customers by profit, sales value and margin
- The ability to compare sales over time, sales vs no sales, gap analysis, trend analysis and forecasting
- A more informed sales team who can make data driven decisions
- All of the above

**14. Business intelligence offers a real-time view of a company's financial picture. Which of the following can a finance manager access through BI?**

- Profit and loss, general ledger, and balance sheet figures
- The time it will take to complete a complex finance project
- The exact business turnover in 2025
- Their personal investment portfolio

15. Business intelligence equips enterprises to gain business advantage from data

- A. TRUE
- B. FALSE
- C. Can be true or false
- D. Can not say

16. 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**

17. Customer Relationship Management is about

- a) Acquiring the right customer
- b) Instituting the best processes
- c) Motivating employees

**d) All of the above**

Answer:D

18. CRM technology can help in

- a) Designing direct marketing efforts
- b) Developing new pricing models
- c) Processing transactions faster

**d) All of the above**

19. 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

20. 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**

21. 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

22. \_\_\_\_\_ 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

23. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

24. \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data.

- A. MIS
- B. DIS
- C. EIS
- D. CIS

25. 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

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## **UNIT-6**

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

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.

**INCORRECT**

The final stage of an information audit is:

Your Answer: define information requirements.

Correct Answer: develop action plan.

---

8.

**INCORRECT**

Place the following in the appropriate order of transformation.

Your Answer: None of the above.

Correct Answer: Data, Information, Knowledge, Actions, Results.

---

9.

**INCORRECT**

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.

---

10.

**CORRECT**

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights and take solver 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 datavisualization?

- 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 functions lm.fit?

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

[View Answer](#)

Ans : A

Explanation: lm calls the lower level functions lm.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.

20. \_\_\_\_\_ is used for density plots?

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

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

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	A subject oriented integrated 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	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	24	Classification accuracy is	A subdivision of set of examples 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	B
	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 examples 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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by IFLA	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Reading centre's, story hours, exhibitions and reading to literature are forms of	Extension service	Service of a public library	Both	none of the above	C
	14 Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B
	15 Is a process of information	Books	CD-ROM	None of the above	C	
	16 Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D
	17 What is the collection of terms or records in MARC called?	System	Network	Website	Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is.......	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does not \_\_\_\_\_.
- A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

Answer: C

2. Which of the following are not done by Business Intelligence (BI) systems?
- A. 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.

Answer: B

3. Business Intelligence (BI) systems do not obtain their data by which of the following means?
- A. Read and process data from an operational database

- B. Process transactions
- C. Process extracts from operational databases
- D. Process data purchased from data vendors

Answer: B

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A. Dirty data
- B. Inconsistent data
- C. Too much data
- D. Non-integrated data

Answer: C

5. 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?

- A. Push
- B. Pull
- C. RFM
- D. OLAP

Answer: 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 four 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

B. support

C. lift

D. confidence

Answer: B

---

9. Business Intelligence (BI) reporting systems cannot do which of the following operations?

A. Filter data

B. Group data

C. Modify data

D. Both filter and group data

Answer: C

10. Which of the following is not a component of a data warehouse?

A. Data extraction/cleaning/preparation programs

B. Data warehouse data

C. Data metadata

- D. None of the above are data warehouse components.

Answer: C

11. Business Intelligence (BI) reporting analyses can be performed using \_\_\_\_\_.

- A. standard SQL only
- B. extensions to SQL only
- C. OLAP only
- D. both standard SQL and extensions to SQL

Answer: A

12. 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 \_\_\_\_\_.

- A. dirty data
- B. inconsistent data
- C. non-integrated data
- D. a "wrong format" problem

Answer: C

13. The reports generated by a reporting system are usually not delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

Answer: B

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

Answer: C

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

Answer: A

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

Answer: D

17. Which 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

Answer: A

18. 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\_\_\_\_\_.

- A. the basic probability
- B. support
- C. lift
- D. confidence

Answer: D

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A. cluster analysis only
- B. regression analysis only
- C. RFM analysis only
- D. both cluster analysis and regression analysis

Answer: C

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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

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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

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.

**INCORRECT**

The final stage of an information audit is:

Your Answer: define information requirements.

Correct Answer: develop action plan.

---

8.

**INCORRECT**

Place the following in the appropriate order of transformation.

Your Answer: None of the above.

Correct Answer: Data, Information, Knowledge, Actions, Results.

---

9.

**INCORRECT**

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.

---

10.

**CORRECT**

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights and take solver 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 datavisualization?

- 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 functions lm.fit?

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

[View Answer](#)

Ans : A

Explanation: lm calls the lower level functions lm.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.

20. \_\_\_\_\_ is used for density plots?

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

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

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process		None of the above	A
	14	Data independence means	Data is defined separately and not included in program	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	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	B
	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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by IFLA	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Reading centre's, story hours, exhibitions and reading to literature are forms of	Extension service	Service of a public library	Both	none of the above	C
	14 Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B
	15 Is a process of information	Books	CD-ROM	None of the above	C	
	16 Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D
	17 What is the collection of terms or records in MARC called?	System	Network	Website	Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is.......	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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

✓  
D All

33.) Who are the vendors of the BI dashboards?

- A Oracle
- B Microsoft
- C None
- D All

✓  
D 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
- B Dashboard
- C None
- D All

✓  
B Dashboard

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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does not \_\_\_\_\_.
- A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

Answer: C

2. Which of the following are not done by Business Intelligence (BI) systems?
- A. 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.

Answer: B

3. Business Intelligence (BI) systems do not obtain their data by which of the following means?
- A. Read and process data from an operational database

- B. Process transactions
- C. Process extracts from operational databases
- D. Process data purchased from data vendors

Answer: B

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A. Dirty data
- B. Inconsistent data
- C. Too much data
- D. Non-integrated data

Answer: C

5. 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?

- A. Push
- B. Pull
- C. RFM
- D. OLAP

Answer: 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 four 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

B. support

C. lift

D. confidence

Answer: B

---

9. Business Intelligence (BI) reporting systems cannot do which of the following operations?

A. Filter data

B. Group data

C. Modify data

D. Both filter and group data

Answer: C

10. Which of the following is not a component of a data warehouse?

A. Data extraction/cleaning/preparation programs

B. Data warehouse data

C. Data metadata

- D. None of the above are data warehouse components.

Answer: C

11. Business Intelligence (BI) reporting analyses can be performed using \_\_\_\_\_.

- A. standard SQL only
- B. extensions to SQL only
- C. OLAP only
- D. both standard SQL and extensions to SQL

Answer: A

12. 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 \_\_\_\_\_.

- A. dirty data
- B. inconsistent data
- C. non-integrated data
- D. a "wrong format" problem

Answer: C

13. The reports generated by a reporting system are usually not delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

Answer: B

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

Answer: C

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

Answer: A

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

Answer: D

17. Which 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

Answer: A

18. 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\_\_\_\_\_.

- A. the basic probability
- B. support
- C. lift
- D. confidence

Answer: D

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A. cluster analysis only
- B. regression analysis only
- C. RFM analysis only
- D. both cluster analysis and regression analysis

Answer: C

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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



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## Business Intelligence Mock Test

**Your Score 0.00%**

**0 of 50 questions are answered correctly**

0%

## Answer Sheet

- Q1) What is the advantage of ERP systems
  - 1.  totally integrated
  - 2.  centric database or data warehouse
  - 3.  works on functional modules thus they have high efficiency and productivity

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- Q2) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
  - 1. ✗ operational
  - 2. ✗ technical
  - 3. ✓ strategic
  - 4. ✗ None of the above
- Q3) Point out the wrong statement :
  - 1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
  - 2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
  - 3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
  - 4. ✗ All of the mentioned
- Q4) What is the goal of a customer relationship management system
  - 1. ✓ All of these
  - 2. ✗ Improving business relationships with customers
  - 3. ✗ driving sales growth
  - 4. ✗ Assisting in customer retention
- Q5) 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.
  - 1. ✗ clickstream analysis
  - 2. ✗ database marketing
  - 3. ✗ customer relationship management
  - 4. ✓ CRM analytics
- Q6) What does business intelligence helps knowledge workers understand
  - 1. ✗ Capabilities of the firm
  - 2. ✗ State of the art trends and future directions in the markets

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3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
4. ✓ All of the above
- Q7) Which factor usually determines when a data warehouse is scheduled for updation
    - 1. ✗ Calendar events
    - 2. ✗ System requirements
    - 3. ✓ Business requirements
    - 4. ✗ Volatility of operational data store
  - Q8) 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.
    - 1. ✗ best practice data mart
    - 2. ✗ business information warehouse
    - 3. ✗ business intelligence
    - 4. ✓ business warehouse
  - Q9) Which of the following permission setting provides internal computation permission ?
    - 1. ✗ Unsafe
    - 2. ✗ ExternalAccess
    - 3. ✓ safe
    - 4. ✗ All of the mentioned
  - Q10) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
    - 1. ✗ database
    - 2. ✓ server
    - 3. ✗ user
    - 4. ✗ none of the mentioned
  - Q11) This is the practice of dividing a customer base into groups of individuals that are similar in

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1. ✗ customer service chat
  2. ✗ customer managed relationship
  3. ✗ customer life cycle
  4. ✓ customer segmentation
- Q12) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q13) \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data
    1. ✗ Data warehouse
    2. ✗ MIS
    3. ✓ EIS
    4. ✗ All of the mentioned
  - Q14) Which measure in retail will help address theft and damage problem
    1. ✗ Allow more frequent stock turns
    2. ✓ Track current inventory, product sales and inventory received
    3. ✗ Perform more frequent inventory checks
    4. ✗ Monitor overall revenue associated with theft and damage
  - Q15) Which term describes the expansion of an analytical report to show detail along one dimension
    1. ✗ Pivot
    2. ✗ Roll up
    3. ✗ Compression
    4. ✓ Drill down

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1. ✗ cost sheets
  2. ✗ specification sheet
  3. ✓ documented procedures
  4. ✗ analysis report
- Q17) Which of the following is not a reason that operational data are difficult to read?
    1. ✓ Non-duplicated data
    2. ✗ Dirty data
    3. ✗ Missing values
    4. ✗ Non-integrated data
  - Q18) Parent-child hierarchies are automatically detected by the \_\_\_\_\_ Wizard
    1. ✗ Dimension
    2. ✗ Cube
    3. ✓ Dimension and Cube
    4. ✗ None of the mentioned
  - Q19) What is the important characteristic of good KPI
    1. ✗ Actionable
    2. ✗ Align with business goal effectively.
    3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
    4. ✓ All of the above
  - Q20) What activity be considered while selecting a data management system
    1. ✗ handle the complete data of organization
    2. ✗ boost up the organization performance.
    3. ✗ assure the privacy of the organization
    4. ✓ All of the above

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1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q22) Which ERP system module has order entry and purchasing details
    1. ✗ Financials
    2. ✗ Manufacturing
    3. ✓ Supply Chain Management
    4. ✗ Projects
  - Q23) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative
  - Q24) Which of the following does not form part of BI Stack in SQL Server ?
    1. ✗ SSRS
    2. ✗ SSIS
    3. ✗ SSAS
    4. ✓ OBIEE
  - Q25) What does business intelligence gain knowledge about
    1. ✗ Customers
    2. ✗ Competitors
    3. ✗ Partners
    4. ✓ All of the above
  - Q26) Who first used the term Business Intelligence in an article

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- 2. ✓ Hans Peter Luhn
  - 3. ✗ Cosby
  - 4. ✗ John Wiley
- Q27) **What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices**
    - 1. ✗ Eliminates the need for a data mart
    - 2. ✗ Facilitates the correction of errors at the branch office
    - 3. ✓ Provides a consistent corporate view of business information
    - 4. ✗ Eliminates the need for branch operational system reports
  - Q28) **Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge**
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✗ Automatic workflow system
    - 4. ✓ Knowledge management system
  - Q29) **What is the main benefit of business intelligence**
    - 1. ✗ Applicable for every part of Organization
    - 2. ✗ Quick answer to problem
    - 3. ✗ Find cause of Problem
    - 4. ✓ All of the above
  - Q30) **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.**
    - 1. ✗ clickstream analysis
    - 2. ✗ database marketing
    - 3. ✗ customer relationship management
    - 4. ✓ CRM analytics

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1. ✗ One time
  2. ✗ Short time frame
  3. ✗ Shorter engagements
  4. ✓ None of the above
- Q32) **Point out the correct statement :**
    1. ✗ The use of the word “cloud” makes reference to the two essential concepts
    2. ✓ Cloud computing abstracts systems by pooling and sharing resources
    3. ✗ cloud computing is nothing more than the Internet
    4. ✗ All of the mentioned
  - Q33) **What type of model is used for text retrieval**
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression
    4. ✗ Clustering
  - Q34) **What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface**
    1. ✓ EIS
    2. ✗ DSS
    3. ✗ Depends upon the data
    4. ✗ Dependant on input predictor
  - Q35) **What does M in MDM refers to**
    1. ✗ Main
    2. ✓ Master
    3. ✗ Maintain
    4. ✗ None of the above

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1. ✗ EnableFast1033Local
  2. ✗ EnableFast1036Locale
  3. ✓ EnableFast1033Locale
  4. ✗ EnableQuick1033Locale
- Q37) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    1. ✗ Perform full data refresh
    2. ✗ Append the summary data to the target
    3. ✗ Create a mirror image of the operational tables on another system
    4. ✓ Apply the net changes in the data
  - Q38) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.
    1. ✓ Balanced Scorecard
    2. ✗ Data Cube
    3. ✗ Dashboard
    4. ✗ All of the mentioned
  - Q39) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    1. ✗ spend management
    2. ✗ supplier relationship management
    3. ✓ hosted CRM
    4. ✗ Customer Information Control System
  - Q40) What is the benefit of storing attribute definitions as metadata
    1. ✗ Allows for bi-directional update of operational data
    2. ✗ Significantly enhances load time performance
    3. ✗ Reduces overall storage requirements

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- Q41) What is called for all of the steps required for a business process put together

1. ✗ Business process
2. ✓ Workflow
3. ✗ Steps
4. ✗ Document management system

- Q42) When was SAP R/3 was launched

1. ✗ 1973.0
2. ✗ 1981.0
3. ✓ 1992.0
4. ✗ 2000.0

- Q43) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are used to convert values.

1. ✓ BI
2. ✗ ETL
3. ✗ MIS
4. ✗ OBIEE

- Q44) Which tool is used for querying data warehouse

1. ✗ Database management systems
2. ✗ Picks and shovels
3. ✓ Data-mining tools
4. ✗ Data marts

- Q45) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

1. ✗ one-to-one
2. ✓ many-to-one
3. ✗ many-many

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- Q46) What is a subset of a data warehouse
  - 1. ✗ Database
  - 2. ✓ Data mart
  - 3. ✗ Data set
  - 4. ✗ Data storeroom
- Q47) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
  - 1. ✓ Data warehouse
  - 2. ✗ External intelligence gathering 'bots
  - 3. ✗ Artificial intelligence
  - 4. ✗ Competitive intelligence system
- Q48) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
  - 1. ✓ PermissionSet
  - 2. ✗ SetPermissionSet
  - 3. ✗ Permission
  - 4. ✗ None of the mentioned
- Q49) In Microsoft SQL Server 2005 Analysis Services (SSAS), a \_\_\_\_\_ is a language-specific representation of the name of a dimension.
  - 1. ✗ Translation
  - 2. ✓ Dimension translation
  - 3. ✗ Dim translation
  - 4. ✗ None of the mentioned
- Q50) 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 \_\_\_\_\_ .
  - 1. ✗ the basic probability
  - 2. ✗ support

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4. ✓ confidence

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 4.00%**

**2 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) Which of the following is supported by data warehouse
  - 1. ✗ Data cube
  - 2. ✗ OLTP
  - 3. ✗ OLAP
  - 4. ✓ All of the above
- Q2) Which of the following is a data cleansing process
  - 1. ✗ Extracting only valid data
  - 2. ✓ Checking referential integrity

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4. ✗ Summarizing data
- Q3) Which method is usually used to minimize the effect of on-line disk failure in large data warehouse
    - 1. ✗ Striping
    - 2. ✗ Blocking
    - 3. ✓ Mirroring
    - 4. ✗ Double buffering
  - Q4) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
    - 1. ✗ operational
    - 2. ✗ technical
    - 3. ✓ strategic
    - 4. ✗ None of the above
  - Q5) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
    - 1. ✓ Aggregation
    - 2. ✗ Adhoc Query
    - 3. ✗ Atomic Data
    - 4. ✗ Cube
  - Q6) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
    - 1. ✓ Data staging
    - 2. ✗ Data integration
    - 3. ✗ ETL
    - 4. ✗ None of the mentioned
  - Q7) When business intelligence is focused on external competition then, it is
    - 1. ✗ External business intelligence

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- 3. ✗ Illegal
  - 4. ✓ Competitive intelligence
- Q8) Which type of dashboard provides information about failed ETL
- 1. ✓ operational
  - 2. ✗ technical
  - 3. ✗ strategic
  - 4. ✗ None of the above
- Q9) Which of the following may require the analysis of data from past, or present, or may look into future predictions
- 1. ✓ Query
  - 2. ✗ Result
  - 3. ✗ Summary
  - 4. ✗ None of the above
- Q10) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?
- 1. ✓ Database
  - 2. ✗ Membership
  - 3. ✗ Client
  - 4. ✗ Server
- Q11) Which of the measure is not needed for an impact on business
- 1. ✗ Focus on using information to deal with an important issue
  - 2. ✓ Provide excellent data
  - 3. ✗ Build discipline and precision into the decision-making process
  - 4. ✗ Provide the ability to customize BI information for each knowledge worker
- Q12) Which of the following namespace discover set of assemblies ?

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- 2. ✗ System.Refraction
  - 3. ✗ Sys.Reflection
  - 4. ✗ All of the mentioned
- Q13) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley
  - Q14) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    - 1. ✓ Data warehouse
    - 2. ✗ External intelligence gathering 'bots
    - 3. ✗ Artificial intelligence
    - 4. ✗ Competitive intelligence system
  - Q15) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
    - 1. ✓ Institutional performance management
    - 2. ✗ Gap analysis
    - 3. ✗ Slice and Dice
    - 4. ✗ None of the mentioned
  - Q16) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    - 1. ✗ one-to-one
    - 2. ✓ many-to-one
    - 3. ✗ many-many
    - 4. ✗ All of the mentioned
  - Q17) Which system manages a document through all stages of its life cycle

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2. ✗ Workflow system
3. ✓ Document management system
4. ✗ Automatic workflow system
- Q18) What type of management information system is intended to facilitate and support the information and decision-making needs of senior executives by providing easy access to both internal and external information relevant to meeting the strategic goals of the organization
    - 1. ✗ MIS
    - 2. ✗ MRP
    - 3. ✓ EIS
    - 4. ✗ DSS
  - Q19) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    - 1. ✗ Perform full data refresh
    - 2. ✗ Append the summary data to the target
    - 3. ✗ Create a mirror image of the operational tables on another system
    - 4. ✓ Apply the net changes in the data
  - Q20) Which of the following is not a component of a data warehouse?
    - 1. ✗ Metadata.
    - 2. ✗ Current detail data.
    - 3. ✗ Lightly summarized data.
    - 4. ✓ Component Key.
  - Q21) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    - 1. ✗ spend management
    - 2. ✗ supplier relationship management
    - 3. ✓ hosted CRM

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- Q22) 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.

1. ✗ best practice data mart
2. ✗ business information warehouse
3. ✗ business intelligence
4. ✓ business warehouse

- Q23) What type of data is integrated by Integrated Information Management Systems

1. ✗ structured
2. ✗ semi-structured
3. ✗ unstructured
4. ✓ All of the above

- Q24) Which of the following is a data cleansing process

1. ✗ Extracting only valid data
2. ✓ Checking referential integrity
3. ✗ Building dimensions
4. ✗ Summarizing data

- Q25) Which of the following is not an financial report

1. ✗ balance sheet
2. ✗ trial balance
3. ✗ quarterly financial statement
4. ✓ None of the above

- Q26) What functional areas are supported by an ERP

1. ✗ human resource management
2. ✗ accounting
3. ✗ manufacturing

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- Q27) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design
2. ✓ Visualization requirements
3. ✗ Data warehouse design
4. ✗ Data propagation methodology

- Q28) What activity be considered while selecting a data management system

1. ✗ handle the complete data of organization
2. ✗ boost up the organization performance.
3. ✗ assure the privacy of the organization
4. ✓ All of the above

- Q29) How MDM can be implemented as

1. ✗ a process
2. ✗ an infrastructure,
3. ✗ a tool
4. ✓ All of the above

- Q30) Which OLAP feature can breakdown the sales by city

1. ✓ Drill down
2. ✗ Roll up
3. ✗ Pivot
4. ✗ Dynamic calculation

- Q31) Which factor affects performance during definition phase of an OLAP cube

1. ✗ Number of measures
2. ✗ Number of source data transactions
3. ✓ Number of dimensions

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- Q32) Which of the following is not an deterrent to data quality
  - 1. ✗ Plausibility of values
  - 2. ✗ Devoid of delimiter in a flat file
  - 3. ✓ Nullification of redundancies
  - 4. ✗ Value deviations leading to noise
- Q33) Which measure will help in satisfying the changing analysis requirements of end-user's reports
  - 1. ✗ By redesigning the report template for each end user
  - 2. ✓ By allowing end users the flexibility to create their own reports
  - 3. ✗ By providing the current reports in softcopy format
  - 4. ✗ By allowing end users to define their own metadata
- Q34) When should data sources be identified in the data warehouse implementation process
  - 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing
  - 4. ✗ After selection of an extraction tool
- Q35) Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.
  - 1. ✗ child
  - 2. ✓ parent
  - 3. ✗ both child and parent
  - 4. ✗ None of the mentioned
- Q36) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
  - 1. ✗ customer managed relationship
  - 2. ✗ data mining
  - 3. ✓ permission marketing

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- Q37) 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.
  1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q38) What type of model is used for text retrieval
  1. ✓ Nearest Neighbour
  2. ✗ Linear regression
  3. ✗ Non-linear regression
  4. ✗ Clustering
- Q39) Which ERP system module has activity management, time and expense details
  1. ✗ Financials
  2. ✗ Manufacturing
  3. ✗ Supply Chain Management
  4. ✓ Projects
- Q40) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
  1. ✗ customer managed relationship
  2. ✗ data mining
  3. ✓ permission marketing
  4. ✗ one-to-one marketing
- Q41) Business Intelligence (BI) systems do not obtain their data by which of the following means?
  1. ✗ Read and process data from an operational database
  2. ✓ Process transactions

- Q42) What is the name of SaaS offering by SAP

1. ✓ Business ByDesign
2. ✗ GRC
3. ✗ Duet
4. ✗ PLM

- Q43) Point out the wrong statement :

1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
4. ✗ All of the mentioned

- Q44) Which ERP system module has order entry and purchasing details

1. ✗ Financials
2. ✗ Manufacturing
3. ✓ Supply Chain Management
4. ✗ Projects

- Q45) What is the benefit of storing attribute definitions as metadata

1. ✗ Allows for bi-directional update of operational data
2. ✗ Significantly enhances load time performance
3. ✗ Reduces overall storage requirements
4. ✓ Allows data load rules to be shared across multiple tools

- Q46) What is the important characteristic of good KPI

1. ✗ Actionable
2. ✗ Align with business goal effectively.
3. ✗ Improvement of one measurement of the organization doesn't hamper the other

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4. ✓ All of the above
- Q47) 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.
    1. ✗ customer service chat
    2. ✗ customer managed relationship
    3. ✗ customer life cycle
    4. ✓ customer segmentation
  - Q48) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q49) What is called for all of the steps required for a business process put together
    1. ✗ Business process
    2. ✓ Workflow
    3. ✗ Steps
    4. ✗ Document management system
  - Q50) What is the goal of a customer relationship management system
    1. ✓ All of these
    2. ✗ Improving business relationships with customers
    3. ✗ driving sales growth
    4. ✗ Assisting in customer retention

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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 a \_\_\_\_\_ decision.

- a. reactive.
- b. proactive.**
- c. intuitive.
- d. systematic.

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

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".**

3-5. \_\_\_\_\_ decision making is an organized, exacting, data-driven process.

- 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".**

3-8. \_\_\_\_\_ refers to the seriousness of a problem's effects.

- a. urgency.
- b. 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 relative 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

**A.** Non-probability Sampling

**B.** Random Sampling

**C.** 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

**Explanation :**

**Click on Discuss to view users comments**

---

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.

**INCORRECT**

The final stage of an information audit is:

Your Answer: define information requirements.

Correct Answer: develop action plan.

---

8.

**INCORRECT**

Place the following in the appropriate order of transformation.

Your Answer: None of the above.

Correct Answer: Data, Information, Knowledge, Actions, Results.

---

9.

**INCORRECT**

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.

---

10.

**CORRECT**

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

[View Answer](#)

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

[View Answer](#)

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

[View Answer](#)

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) Addition of intellect
- (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) Identify subordinate portions of the spread sheet

(D) Merge two spread sheets in similar areas

[View Answer](#)

Ans: C

Identify 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

[View Answer](#)

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

[View Answer](#)

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.

6. \_\_\_\_\_ report 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.

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 worthwhile recommendations.

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 required at periodic intervals. In most cases there may be printed forms where relevant gaps have to 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..

10. Which of these reports involves the checking of a piece of equipment to see if it's still in working condition?

- a) Progress report
- b) Laboratory report
- c) Inspection report
- d) Inventory report

[View Answer](#)

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.

1. **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.
    - 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.
    - I. 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 or 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.
  - 1.
    - 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:**

1.
  - 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.
  - 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 –**
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.

**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 \_\_\_\_\_

- a) Rollup
- b) Drill down
- c) Dicing
- d) Pivoting

[View Answer](#)

Answer: a

Explanation: The opposite operation—that of moving from coarser-granularity data to finer-granularity data—is called a drill down.

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), () }
```

This can be achieved by using which of the following ?

- 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)
FROM sales
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?

- 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. lm()

[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 solver decisions
- D. None Of the above

[View Answer](#)

Ans : C

Explanation: Data visualization decrease the insights and take solver 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 datavisualization?

- 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 functions lm.fit?

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

[View Answer](#)

Ans : A

Explanation: lm calls the lower level functions lm.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.

20. \_\_\_\_\_ is used for density plots?

- A. par
- B. lm
- C. kde
- D. C

[View Answer](#)

Ans : C

Explanation: kde is used for density plots.

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

- a) rep()
- b) data()
- c) view()
- d) 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 query 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) lm()

[View Answer](#)

Answer: b

Explanation: seq() make arithmetic progression vector.

10. \_\_\_\_\_ function 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) lm
- c) barlm()
- d) col.max(x)

[View Answer](#)

Answer: b

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

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

- a) qqline()
- b) qline()
- c) anova()
- d) lm()

[View Answer](#)

Answer: a

Explanation: qqnorm 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() is \_\_\_\_\_ test 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.

Department: Computer Engineering Name of subject: Business Intelligence Unit Number: 01 (Basics of Data Mining)							
Unit	Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1	Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4	Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5	Data can be stored , retrieve and updated in ...	SMTOP	OLTP	FTP	OLAP	B
	6	The time horizon in Data warehouse is usually	1-2 years.	3-4years.	5-6 years.	8-10 years.	D
	7	.....describes the data contained in the data warehouse	Relational data.	Operational data.	Metadata.	Informational data	C
	8	.....predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9	.....is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10	.....is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11	.....defines the structure of the data held in operational databases and used byoperational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12	.....is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13	.....maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14	.....consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15	.....consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16	.....databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17	The star schema is composed of ..... fact table.	One	Two	Three	Four	A
	18	The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19	The key used in operational environment may not have an element of .....	Time	Cost	Frequency	Quality	A
	20	Data can be updated in ..... environment.	Data warehouse	Data mining	Operational	Informational	C
	21	Record cannot be updated in .....	OLTP	Files	RDBMS	Data Warehouse	D
	22	Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23	.....is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24	.....is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25	Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26	.....is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	27	The various aspects of data mining methodologies is/are ..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29	The output of KDD is .....	Data	Information	Query	Useful information	D
	30	Data mining can also applied to other forms such as ..... 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
2	1	The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2	Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3	Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4	Discriminating between spam and ham e-mails is task of classification	True	False			A
	5	In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6	It may be better to avoid the metric of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7	Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9	A definition of a concept is if it recognizes all the instances 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	B
	11	The output of KDD is .....	Data	Information	Query	Useful information	D
	12	A definition of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13	Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	A subject oriented integrated 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	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c )	D
	15	E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16	SET concept is used in	Network Model	Heirarchical Model	Relational Model	None of the above	D
	17	Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18	Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19	of R1 and R2 produces the relation that has attributes	Cartesian Product	Difference	Intersection	Product	A
	20	Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21	In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22	Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	24	Classification accuracy is	A subdivision of set of examples 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	B
	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 examples 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

	27 Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D
3	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	A
	2 What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C
	3 In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C
	4 What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B
	5 What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B
	7 What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D
	8 Information has three dimensions. There are	Time, consent, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B
	9 According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments.	C
	10 three-dimensional graphical forms such as charts, graphs, and maps	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D
	11 Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B
	12 Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A
	13 The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D
	14 support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A
	15 Most DSS analyses are performed numerically with	mathematical models.	mental	iconic	analog	D
	16 A user, systems software, a database, and a set of decision models form an:	MIS	DSS	ESS	TPS	B
	17 Is measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B
	18 DSS continues to make inroads in improving	Artificial intelligence	ERP	CRM	SCM	A
	19 The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B
	20 may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B
	21 is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A
	22 analysis is used to determine the robustness of any 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	A
	23 models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A
	24 models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B
	25 are analogous to data-marts	Model marts	Model database	Model repository	Model warehouses	A
	26 There are types of DSS agent.	four	three	five	two	C
	27 What type of problem occurs when the problem solver understands no elements or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B
	28 The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B
	29 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?	Problem solving	Problem	Decision making	Decision	D
	30 According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C
4	1 Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D
	2 Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C
	3 Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C
	4 A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D
	5 Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C
	6 A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B
	7 Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C
	8 The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D
	9 In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C
	10 A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C
	11 One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B
	12 Classification of all types of libraries has been made by IFLA	IFLA	UNISIST	UNESCO	INSDOC	C
	13 Reading centre's, story hours, exhibitions and reading to literature are forms of	Extension service	Service of a public library	Both	none of the above	C
	14 Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B
	15 Is a process of information	Books	CD-ROM	None of the above	C	
	16 Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D
	17 What is the collection of terms or records in MARC called?	System	Network	Website	Database	D
	18 What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C
	19 Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D
	20 Information is.......	Raw Data	Processed Data	Input data	Organized data	D
	21 Conference proceedings are considered as ..... documents.	Conventional	Primary	Secondary	Tertiary	B
	22 RSS feed is a tool of :	Graphic design	Web 1.0	Web 2.0	Architecture	C
	23 An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C
	24 One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C
	25 Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D
	26 The Farmington plan is associated with :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27 UNESCO assisted Model Public Library in India is located at	Kolkata	Delhi	Mumbai	Chennai	B

4	28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle	B
	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	C
	31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide	B
	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	B
	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
	36	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	B
	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.	B
	39	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	C
	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	B
	42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.	C
	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	B
	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
	46	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.	Has ordered recently, orders frequently, but doesn't place a large order when she orders	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.	C
	49	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	B
	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 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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 satisfies needs of managers, engineers and 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 false

"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



## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.)Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:  
 i. Drilling and Rolling  
iii. Sampling

- ii. Slicing and dicing
- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- ~~i. True~~
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design. ✓

- i. True
- ~~ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
  - ii. Outlier
  - iii. None of these
  - iv. Noise

Q46. What are the real world applications of OLAP:

- i. Budgeting
  - ii. Sales Forecasting
  - iii. Simulating business behavior
  - iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
  - ii. Collective Outlier
  - iii. Point Outlier
  - iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small 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 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
  - b. OLAP
  - c. Dashboard**
  - d. Warehouse
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

8. All business intelligence applications require a data warehouse.

- a. True
- b. **False**

9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. **Processed data**
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. **Data -> Information -> Knowledge**
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. **Drill down**
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence
- d. **Data Warehouse**

13. \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. **ETL**
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual**
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

"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**

- 1.) Which 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 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 Business 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 do 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 query?

- 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 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  
**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 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?  
**A True**  
B False

- 44.) Which company has the following GIS application: Manages leased property in a lot of 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 All**

- 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 with 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 include 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 software tools 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 phases of 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.**

42 Which 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.

# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery**
- iii. Operationalization
- iv. Data Preparation

**Q3.** \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning**
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

**Q5.** Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii**
- iv. None of these

**Q7.** Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation**
- iv. Data Reduction

**Q8.** State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True**
- ii. False

**Q9.** Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

**Q18.** \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

**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
- iii. Data mapping
- iv. None of these

**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”.

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

**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”

- i. Top-Down
- ii. **Bottom-Up**
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. **Both i or ii**
- iv. Mode

**Q30.** Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. **Equal height partitioning**
- iv. None of these

**Q31.** Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. **Logically sound**
- ii. Efficient
- iii. Accurate
- iv. Complex

**Q34.** Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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
- iii. Data Preparation

**ii. Model Building**

- 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.

- i. True**                                   **ii. False**

**Q40.** During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the [design](#).

- i. True**                                   **ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_  
**i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. **Outlier**
- iii. None of these
- iv. Noise

**Q46.** What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. **All of these**

**Q47.** Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. **Collective Outlier**
- iii. Point Outlier
- iv. Contextual Outlier

**Q50.** \_\_\_\_\_based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. **Cluster**
- ii. Proximity
- iii. Point
- iv. None of these

1. A BI reporting system does not \_\_\_\_\_.
- A. create meaningful information
  - B. deliver information to users on a timely basis
  - C. use statistical procedures to predict future events
  - D. use disparate data sources

Answer: C

2. Which of the following are not done by Business Intelligence (BI) systems?
- A. 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.

Answer: B

3. Business Intelligence (BI) systems do not obtain their data by which of the following means?
- A. Read and process data from an operational database

- B. Process transactions
- C. Process extracts from operational databases
- D. Process data purchased from data vendors

Answer: B

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

- A. Dirty data
- B. Inconsistent data
- C. Too much data
- D. Non-integrated data

Answer: C

5. 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?

- A. Push
- B. Pull
- C. RFM
- D. OLAP

Answer: 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 four 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

B. support

C. lift

D. confidence

Answer: B

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9. Business Intelligence (BI) reporting systems cannot do which of the following operations?

A. Filter data

B. Group data

C. Modify data

D. Both filter and group data

Answer: C

10. Which of the following is not a component of a data warehouse?

A. Data extraction/cleaning/preparation programs

B. Data warehouse data

C. Data metadata

- D. None of the above are data warehouse components.

Answer: C

11. Business Intelligence (BI) reporting analyses can be performed using \_\_\_\_\_.

- A. standard SQL only
- B. extensions to SQL only
- C. OLAP only
- D. both standard SQL and extensions to SQL

Answer: A

12. 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 \_\_\_\_\_.

- A. dirty data
- B. inconsistent data
- C. non-integrated data
- D. a "wrong format" problem

Answer: C

13. The reports generated by a reporting system are usually not delivered in which of the following media?

- A. Web portal
- B. Commercial courier service
- C. Digital dashboard
- D. E-Mail

Answer: B

14. Data mining applications are used accomplish which of the following tasks?

- A. Process transactions only
- B. Do RFM analysis only
- C. Do what-if analysis only
- D. Do both RFM and what-if analysis

Answer: C

15. Which of the following is an unsupervised data mining technique?

- A. Cluster analysis only
- B. Regression Analysis only

- C. RFM Analysis only
- D. Both Regression Analysis and RFM Analysis

Answer: A

16. In OLAP, we are interested in\_\_\_\_\_.

- A. levels only
- B. dimensions only
- C. measures only
- D. measures and dimensions

Answer: D

17. Which 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

Answer: A

18. 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\_\_\_\_\_.

- A. the basic probability
- B. support
- C. lift
- D. confidence

Answer: D

19. One popular classification technique in Business Intelligence (BI) reporting is\_\_\_\_\_.

- A. cluster analysis only
- B. regression analysis only
- C. RFM analysis only
- D. both cluster analysis and regression analysis

Answer: C

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary\_\_\_\_\_.

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



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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 2.00%**

**1 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) \_\_\_\_\_ let you create external, user-defined functions using any common language runtime (CLR) language
  1. ✗ Aggregate
  2. ✓ Assemblies

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4. ✗ All of the mentioned
- Q2) Which type of dashboard provides information about failed ETL
    - 1. ✓ operational
    - 2. ✗ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q3) 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 \_\_\_\_\_.
    - 1. ✗ dirty data
    - 2. ✗ inconsistent data
    - 3. ✓ non-integrated data
    - 4. ✗ a "wrong format" problem
  - Q4) What activity be considered while selecting a data management system
    - 1. ✗ handle the complete data of organization
    - 2. ✗ boost up the organization performance.
    - 3. ✗ assure the privacy of the organization
    - 4. ✓ All of the above
  - Q5) What functional areas are supported by an ERP
    - 1. ✗ human resource management
    - 2. ✗ accounting
    - 3. ✗ manufacturing
    - 4. ✓ All of the above
  - Q6) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
    - 1. ✓ Data staging

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- 3. ✗ ETL
  - 4. ✗ None of the mentioned
- Q7) In Microsoft SQL Server 2005 Analysis Services (SSAS), a \_\_\_\_\_ is a language-specific representation of the name of a dimension.
    - 1. ✗ Translation
    - 2. ✓ Dimension translation
    - 3. ✗ Dim translation
    - 4. ✗ None of the mentioned
- Q8) Members of a \_\_\_\_\_ dimension can only be moved within the same level.
    - 1. ✗ readback
    - 2. ✓ writeback
    - 3. ✗ readwrite
    - 4. ✗ All of the mentioned
- Q9) Business intelligence (BI) is a broad category of application programs which includes :
    - 1. ✗ Decision support
    - 2. ✗ Data mining
    - 3. ✗ OLAP
    - 4. ✓ All of the mentioned
- Q10) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_ .
    - 1. ✗ the basic probability
    - 2. ✓ support
    - 3. ✗ lift
    - 4. ✗ confidence
- Q11) Which clustering technique models individual text items as vector space points for text mining

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- 2. ✗ Non-Hierarchical Agglomerative
- 3. ✗ Hierarchical Divisive
- 4. ✓ Hierarchical Agglomerative

- Q12) **What is a subset of a data warehouse**

- 1. ✗ Database
- 2. ✓ Data mart
- 3. ✗ Data set
- 4. ✗ Data storeroom

- Q13) **Which of the following does not form part of BI Stack in SQL Server ?**

- 1. ✗ SSRS
- 2. ✗ SSIS
- 3. ✗ SSAS
- 4. ✓ OBIEE

- Q14) **Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.**

- 1. ✗ child
- 2. ✓ parent
- 3. ✗ both child and parent
- 4. ✗ None of the mentioned

- Q15) **Who first used the term Business Intelligence in an article**

- 1. ✗ Juran
- 2. ✓ Hans Peter Luhn
- 3. ✗ Cosby
- 4. ✗ John Wiley

- Q16) **Which OLAP feature can breakdown the sales by city**

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- 2. ✗ Roll up
  - 3. ✗ Pivot
  - 4. ✗ Dynamic calculation
- Q17) Which of the following technique is usually driven by past experiences
    - 1. ✗ Nearest Neighbour
    - 2. ✓ Clustering
    - 3. ✗ Linear regression
    - 4. ✗ Non-linear regression
  - Q18) Which type of problem is suitable for using open API for solving analytic problem
    - 1. ✗ One time
    - 2. ✗ Short time frame
    - 3. ✗ Shorter engagements
    - 4. ✓ None of the above
  - Q19) Which of the following technique is usually driven by past experiences
    - 1. ✗ Nearest Neighbour
    - 2. ✓ Clustering
    - 3. ✗ Linear regression
    - 4. ✗ Non-linear regression
  - Q20) What is not an generic business objective
    - 1. ✗ Economical Operations
    - 2. ✗ Capacity for Expected Growth
    - 3. ✗ Timeliness in Responding to Inquiries and Reports
    - 4. ✓ None of the above
  - Q21) What is the important characteristic of good KPI
    - 1. ✗ Actionable

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- 3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
  - 4. ✓ All of the above
- Q22) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
- 1. ✓ Institutional performance management
  - 2. ✗ Gap analysis
  - 3. ✗ Slice and Dice
  - 4. ✗ None of the mentioned
- Q23) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
- 1. ✗ Roll-out
  - 2. ✗ Designing
  - 3. ✗ Planning
  - 4. ✓ Realization
- Q24) What type of model is used for text retrieval
- 1. ✓ Nearest Neighbour
  - 2. ✗ Linear regression
  - 3. ✗ Non-linear regression
  - 4. ✗ Clustering
- Q25) Which measure will help in satisfying the changing analysis requirements of end-user's reports
- 1. ✗ By redesigning the report template for each end user
  - 2. ✓ By allowing end users the flexibility to create their own reports
  - 3. ✗ By providing the current reports in softcopy format
  - 4. ✗ By allowing end users to define their own metadata

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1. ✗ Gathering confidential information from competitors
  2. ✗ Improving the timeliness and quality of decisions
  3. ✓ Improving the timeliness and quality of input for decision making
  4. ✗ All of the above
- Q27) Which of the following Sort order sorts and compares data in Analysis Services based on the bit patterns defined for each character ?
    1. ✗ BIN2 (\_BIN2)1
    2. ✓ Binary (\_BIN)1
    3. ✗ Case-sensitive (\_CS)
    4. ✗ Case-insensitive
  - Q28) What is the benefit of storing attribute definitions as metadata
    1. ✗ Allows for bi-directional update of operational data
    2. ✗ Significantly enhances load time performance
    3. ✗ Reduces overall storage requirements
    4. ✓ Allows data load rules to be shared across multiple tools
  - Q29) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q30) Which measure will help in implementing detailed reports for remote users but needed occasionally
    1. ✗ Provide summarized reports downloaded using FTP
    2. ✗ Create summarized and detailed templates distributed via e-mail

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4. ✓ Implement a web-based reporting tool with drill down capabilities
- Q31) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    - 1. ✗ Region and sales
    - 2. ✗ Stores and region
    - 3. ✓ Stores and time
    - 4. ✗ Stores, sales and product
  - Q32) When was SAP R/3 was launched
    - 1. ✗ 1973.0
    - 2. ✗ 1981.0
    - 3. ✓ 1992.0
    - 4. ✗ 2000.0
  - Q33) 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.
    - 1. ✓ database marketing
    - 2. ✗ marketing encyclopedia
    - 3. ✗ application integration
    - 4. ✗ business technology management
  - Q34) Point out the correct statement :
    - 1. ✗ The use of the word "cloud" makes reference to the two essential concepts
    - 2. ✓ Cloud computing abstracts systems by pooling and sharing resources
    - 3. ✗ cloud computing is nothing more than the Internet
    - 4. ✗ All of the mentioned
  - Q35) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    - 1. ✗ Eliminates the need for a data mart

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- 3. ✓ Provides a consistent corporate view of business information
  - 4. ✗ Eliminates the need for branch operational system reports
- Q36) Which of the following areas are affected by BI ?
- 1. ✗ Revenue
  - 2. ✓ CRM
  - 3. ✗ Sales
  - 4. ✗ All of the mentioned
- Q37) 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.
- 1. ✗ clickstream analysis
  - 2. ✗ database marketing
  - 3. ✗ customer relationship management
  - 4. ✓ CRM analytics
- Q38) When should data sources be identified in the data warehouse implementation process
- 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing
  - 4. ✗ After selection of an extraction tool
- Q39) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
- 1. ✗ customer managed relationship
  - 2. ✗ data mining
  - 3. ✓ permission marketing
  - 4. ✗ one-to-one marketing
- Q40) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface

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- 2. ✗ DSS
  - 3. ✗ Depends upon the data
  - 4. ✗ Dependant on input predictor
- Q41) What is the benefit of storing attribute definitions as metadata
    - 1. ✗ Allows for bi-directional update of operational data
    - 2. ✗ Significantly enhances load time performance
    - 3. ✗ Reduces overall storage requirements
    - 4. ✓ Allows data load rules to be shared across multiple tools
- Q42) 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 \_\_\_\_\_ .
    - 1. ✗ the basic probability
    - 2. ✗ support
    - 3. ✗ lift
    - 4. ✓ confidence
- Q43) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
    - 1. ✗ database
    - 2. ✓ server
    - 3. ✗ user
    - 4. ✗ none of the mentioned
- Q44) What does an application service provider do
    - 1. ✓ Provides software over the intranet
    - 2. ✗ Provides hardware over the internet
    - 3. ✗ Provides computer equipment
    - 4. ✗ None of the above

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1. ✗ Allow more frequent stock turns
  2. ✓ Track current inventory, product sales and inventory received
  3. ✗ Perform more frequent inventory checks
  4. ✗ Monitor overall revenue associated with theft and damage
- Q46) **What does business intelligence helps knowledge workers understand**
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above
  - Q47) **If functions in one assembly call functions in a separate assembly, you must register both assemblies in :**
    1. ✗ client
    2. ✓ server
    3. ✗ table
    4. ✗ none of the mentioned
  - Q48) **Which method will decompose a free form product code having size and color information**
    1. ✗ Mapping
    2. ✓ Parsing
    3. ✗ Using foreign keys
    4. ✗ Defining an intelligent primary key
  - Q49) **When time series information is given, what is the best statistical technique used to forecast the next six months**
    1. ✗ Cluster analysis
    2. ✗ Association analysis
    3. ✓ Trend analysis

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- Q50) What is the unit called, in which character text is parsed during term extraction

1. ✓ Word
2. ✗ Token
3. ✗ Element
4. ✗ Block

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# SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



## NOTIFICATION

**SUBJECT : CHANGE IN THE PROGRAMME OF FOLLOWING EXAMINATIONS OF OCTOBER/NOVEMBER 2020  
HELD IN APRIL/MAY 2021.**

**Reference :** Examination Timetables

In partial modification of the above timetables regarding programme of following Examination of Oct/Nov. 2020 held in April/May. 2021 it is hereby notified for the information of all concerned that the following Examination scheduled from 10th April, 2021 only for the below mentioned subject has been **added**.

### **REVISED PROGRAMME OF THE FOLLOWING EXAMINATION TO BE HELD**

Faculty	Course	Name of the Subject	New added Day, Date & Time of Examination
ENGINEERING	B.E. ELECTRONICS & TELECOMMUNICATION (2015 PATTERN)	<b>Elective-III</b> Audio and Speech Processing (404191C)	Saturday, 24-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. INSTRUMENTATION (2015 PATTERN)	Process Instrumentation (406268)	Friday, 23-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. ELECTRICAL (2015 PATTERN)	Electromagnetic Field (403144B)	Tuesday, 20-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. MECHANICAL (2012 PATTERN)	<b>Elective-IV</b> Design of Pumps Blowers And Compressors (402050C)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-I</b> Corrosion Engineering (409344C)	Friday, 30-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-III</b> 1. Food Technology (409351C) 2. Advanced Materials (409351D)	Saturday, 24-04-2021 3.00PM To 5.00PM.

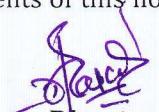
ENGINEERING	B.E. CHEMICAL (2015 PATTERN)	<b>Elective-IV</b> Fuel Cell Technology (402052C)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	B.E. ELECTRONICS (2015 PATTERN)	<b>Elective-IV</b> Robotics (404212A)	Sunday, 25-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. ELECTRONICS & TELECOMMUNICATION (2008 PATTERN)	Control Systems (304181)	Tuesday, 27-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. AUTOMOBILE (2015 PATTERN)	Design of Engine Components (316484)	Wednesday, 28-04-2021 3.00PM To 5.00PM.
ENGINEERING	T.E. MECHANICAL SANDWICH (2015 PATTERN)	Materials and Manufacturing Engineering (Self Study-I) (302066)	Wednesday, 28-04-2021 3.00PM To 5.00PM.
ENGINEERING	M.C.A (2013 PATTERN)	Advanced Java (410901)	Tuesday, 04.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	DBMS (410902)	WEDNESDAY, 05.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	Operating Systems (410903)	THURSDAY, 06.05.2021 09.00 A.M. TO 11.00 A.M.
ENGINEERING	M.C.A (2013 PATTERN)	OOAD (410904)	FRIDAY, 07.05.2021 09.00 A.M. TO 11.00 A.M.

The Principals of all affiliated colleges are requested to bring the contents of this notification to the notice of all concerned students, teachers and all other concerned.

Ganeshkhind,Pune 411007.

Ref. No. XC/80

Date: 12 /04/2021



Director,

Board of Examinations & Evaluation

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2. The Principals of all respective Colleges

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 10.00%**

**5 of 50 questions are answered correctly**

10%

### Answer Sheet

- Q1) Which of the following is an unsupervised data mining technique?
  1. ✓ Cluster analysis only
  2. ✗ Regression Analysis only
  3. ✗ RFM Analysis only
  4. ✗ Both Regression Analysis and RFM Analysis
- Q2) Which clustering technique models individual text items as vector space points for text mining
  1. ✗ Non-Hierarchical Divisive
  2. ✗ Non-Hierarchical Agglomerative

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4. ✓ Hierarchical Agglomerative
- Q3) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

1. ✗ predictive technology

2. ✗ person disaster recovery

3. ✗ phase change

4. ✓ predictive modeling

- Q4) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_.

1. ✗ the basic probability

2. ✓ support

3. ✗ lift

4. ✗ person confidence

- Q5) Which measure will help in satisfying the changing analysis requirements of end-user's reports

1. ✗ By redesigning the report template for each end user

2. ✓ person By allowing end users the flexibility to create their own reports

3. ✗ By providing the current reports in softcopy format

4. ✗ By allowing end users to define their own metadata

- Q6) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design

2. ✓ Visualization requirements

3. ✗ Data warehouse design

4. ✗ person Data propagation methodology

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1. ✗ record transactions
  2. ✓ analyze and rank customers
  3. ✗ predict future sales using regression techniques
  4. ✗ perform OLAP
- Q8) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q9) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
    1. ✗ customer managed relationship
    2. ✗ data mining
    3. ✓ permission marketing
    4. ✗ one-to-one marketing
  - Q10) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q11) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
    1. ✓ Institutional performance management
    2. ✗ Gan analvis

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4. ✗ None of the mentioned
- Q12) Which of the measure is not needed for an impact on business
    - 1. ✗ Focus on using information to deal with an important issue
    - 2. ✓ Provide excellent data
    - 3. ✗ Build discipline and precision into the decision-making process
    - 4. ✗ Provide the ability to customize BI information for each knowledge worker
  - Q13) Which of the following is not an deterrent to data quality
    - 1. ✗ Plausibility of values
    - 2. ✗ Devoid of delimiter in a flat file
    - 3. ✓ Nullification of redundancies
    - 4. ✗ Value deviations leading to noise
  - Q14) Which system manages a document through all stages of its life cycle
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✓ Document management system
    - 4. ✗ Automatic workflow system
  - Q15) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q16) Which enterprise software's primary goal is to improve and streamline internal business processes
    - 1. ✗ SCM

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- 3. ✓ ERP
  - 4. ✗ None of the above
- Q17) What is the advantage of ERP systems
    - 1. ✗ totally integrated
    - 2. ✗ centric database or data warehouse
    - 3. ✗ works on functional modules thus they have high efficiency and productivity
    - 4. ✓ All of the above
  - Q18) What is not an PP process
    - 1. ✗ Repetitive manufacturing
    - 2. ✗ High volume production
    - 3. ✗ MTO
    - 4. ✓ None of the above
  - Q19) What functional areas are supported by an ERP
    - 1. ✗ human resource management
    - 2. ✗ accounting
    - 3. ✗ manufacturing
    - 4. ✓ All of the above
  - Q20) If the \_\_\_\_\_ setting is used, the execution context is corresponds to the Windows login user account IUSER\_servername on the server.
    - 1. ✗ ImpersonateAnon
    - 2. ✗ Anonymous
    - 3. ✓ ImpersonateAnonymous
    - 4. ✗ None of the mentioned
  - Q21) When time series information is given, what is the best statistical technique used to forecast the next six months

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- 2. ✗ Association analysis
  - 3. ✓ Trend analysis
  - 4. ✗ Multidimensional analysis
- Q22) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
    - 1. ✗ Centralized API approach
    - 2. ✗ Decentralized API approach
    - 3. ✓ Decentralized or interchange approach
    - 4. ✗ Centralized or repository approach
  - Q23) Which of the following is not a reason that operational data are difficult to read?
    - 1. ✓ Non-duplicated data
    - 2. ✗ Dirty data
    - 3. ✗ Missing values
    - 4. ✗ Non-integrated data
  - Q24) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    - 1. ✗ one-to-one
    - 2. ✓ many-to-one
    - 3. ✗ many-many
    - 4. ✗ All of the mentioned
  - Q25) Which type of dashboard, is used to measure the individual user growth within an organization
    - 1. ✗ operational
    - 2. ✓ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q26) Which method will decompose a free form product code having size and color information

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- 2. ✓ Parsing
- 3. ✗ Using foreign keys
- 4. ✗ Defining an intelligent primary key

- Q27) How MDM can be implemented as

- 1. ✗ a process
- 2. ✗ an infrastructure,
- 3. ✗ a tool
- 4. ✓ All of the above

- Q28) Which ERP system module has activity management, time and expense details

- 1. ✗ Financials
- 2. ✗ Manufacturing
- 3. ✗ Supply Chain Management
- 4. ✓ Projects

- Q29) What is the critical benefit of using ERP

- 1. ✗ Help reduce operating costs
- 2. ✗ Facilitate Day-to-Day Management
- 3. ✗ Support Strategic Planning
- 4. ✓ All of the above

- Q30) Which of the following areas are affected by BI ?

- 1. ✗ Revenue
- 2. ✓ CRM
- 3. ✗ Sales
- 4. ✗ All of the mentioned

- Q31) Which tool is used for querying data warehouse

- 1. ✗ Database management systems

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- 3. ✓ Data-mining tools
  - 4. ✗ Data marts
- Q32) Who first used the term Business Intelligence in an article
- 1. ✗ Juran
  - 2. ✓ Hans Peter Luhn
  - 3. ✗ Cosby
  - 4. ✗ John Wiley
- Q33) Which of the following is not supported by linked dimensions ?
- 1. ✗ readback
  - 2. ✓ writeback
  - 3. ✗ readwrite
  - 4. ✗ All of the mentioned
- Q34) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- 1. ✗ spend management
  - 2. ✗ supplier relationship management
  - 3. ✓ hosted CRM
  - 4. ✗ Customer Information Control System
- Q35) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
- 1. ✓ Aggregation
  - 2. ✗ Adhoc Query
  - 3. ✗ Atomic Data
  - 4. ✗ Cube
- Q36) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

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- 2. ✗ Inconsistent data
  - 3. ✓ Too much data
  - 4. ✗ Non-integrated data
- Q37) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
    - 1. ✓ EIS
    - 2. ✗ DSS
    - 3. ✗ Depends upon the data
    - 4. ✗ Dependant on input predictor
  - Q38) 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.
    - 1. ✗ clickstream analysis
    - 2. ✗ database marketing
    - 3. ✗ customer relationship management
    - 4. ✓ CRM analytics
  - Q39) Which term describes the expansion of an analytical report to show detail along one dimension
    - 1. ✗ Pivot
    - 2. ✗ Roll up
    - 3. ✗ Compression
    - 4. ✓ Drill down
  - Q40) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley

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- 2. ✓ Checking referential integrity
  - 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q42) What is the benefit of storing attribute definitions as metadata
    - 1. ✗ Allows for bi-directional update of operational data
    - 2. ✗ Significantly enhances load time performance
    - 3. ✗ Reduces overall storage requirements
    - 4. ✓ Allows data load rules to be shared across multiple tools
  - Q43) What type of data is integrated by Integrated Information Management Systems
    - 1. ✗ structured
    - 2. ✗ semi-structured
    - 3. ✗ unstructured
    - 4. ✓ All of the above
  - Q44) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    - 1. ✗ Perform full data refresh
    - 2. ✗ Append the summary data to the target
    - 3. ✗ Create a mirror image of the operational tables on another system
    - 4. ✓ Apply the net changes in the data
  - Q45) Which of the following may require the analysis of data from past, or present, or may look into future predictions
    - 1. ✓ Query
    - 2. ✗ Result
    - 3. ✗ Summary
    - 4. ✗ None of the above



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1. ✓ Predictive capability
  2. ✗ Procedural knowledge
  3. ✗ Explicit programming
  4. ✗ Network access
- Q47) Which tool is used for querying data warehouse
    1. ✗ Database management systems
    2. ✗ Picks and shovels
    3. ✓ Data-mining tools
    4. ✗ Data marts
  - Q48) What is a subset of a data warehouse
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q49) 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 \_\_\_\_\_.
    1. ✗ the basic probability
    2. ✗ support
    3. ✗ lift
    4. ✓ confidence
  - Q50) What type of model is used for text retrieval
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression

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## Answer Sheet

- Q1) Which of the following is an unsupervised data mining technique?
  1. ✓ Cluster analysis only
  2. ✗ Regression Analysis only
  3. ✗ RFM Analysis only
  4. ✗ Both Regression Analysis and RFM Analysis
- Q2) Which clustering technique models individual text items as vector space points for text mining
  1. ✗ Non-Hierarchical Divisive
  2. ✗ Non-Hierarchical Agglomerative

4. ✓ Hierarchical Agglomerative

- Q3) In data mining, this is a technique used to predict future behavior and anticipate the

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0 rental transactions at a Video Store. There are for videos /video The probability that both Video C and Video D are .

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- Q5) Which measure will help in satisfying the changing analysis requirements of end-user's reports

1. ✗ By redesigning the report template for each end user
2. ✓ By allowing end users the flexibility to create their own reports
3. ✗ By providing the current reports in softcopy format
4. ✗ By allowing end users to define their own metadata

- Q6) What is the most appropriate element of business intelligence architecture to discuss with end users

1. ✗ Metadata design
2. ✓ Visualization requirements
3. ✗ Data warehouse design
4. ✗ Data propagation methodology

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1. ✗ record transactions
2. ✓ 🚩 analyze and rank customers

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1. ✗ business warehouse

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3. ✓ permission marketing

4. ✗ one-to-one marketing

- Q10) 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.

1. ✗ clickstream analysis

2. ✗ database marketing

3. ✗ customer relationship management

4. ✓ 🚩 CRM analytics

- Q11) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?

1. ✓ 🚩 Institutional performance management

2. ✗ Gan analavsis

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4. ✗ None of the mentioned

- Q12) Which of the measure is not needed for an impact on business

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2. ✗ Devoid of delimiter in a flat file

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deal with an important issue

the decision-making process

the BI information for each knowledge worker

#### Current to data quality

through all stages of its life cycle

1. ✗ Business process management system

2. ✗ Workflow system

3. ✓ Document management system

4. ✗ Automatic workflow system

- Q15) What does business intelligence gain knowledge about

1. ✗ Customers

2. ✗ Competitors

3. ✗ Partners

4. ✓ All of the above

- Q16) Which enterprise software's primary goal is to improve and streamline internal business processes

1. ✗ SCM

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3. ✓ ERP

4. ✗ None of the above

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1. Repetitive manufacturing

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1 by an ERP

1. ✗ human resource management

2. ✗ accounting

3. ✗ manufacturing

4. ✓ All of the above

- Q20) If the \_\_\_\_\_ setting is used, the execution context corresponds to the Windows login user account IUSER\_servername on the server.

1. ✗ ImpersonateAnon

2. ✗ Anonymous

3. ✓ ImpersonateAnonymous

4. ✗ None of the mentioned

- Q21) When time series information is given, what is the best statistical technique used to forecast the next six months

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2. ✗ Association analysis

3. ✓ Trend analysis

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ps in integration with multi-vendor tools along with

- Q23) Which of the following is not a reason that operational data are difficult to read?

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- Q24) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

1. ✗ one-to-one
2. ✓ many-to-one
3. ✗ many-many
4. ✗ All of the mentioned

- Q25) Which type of dashboard, is used to measure the individual user growth within an organization

1. ✗ operational
2. ✓ technical
3. ✗ strategic
4. ✗ None of the above

- Q26) Which method will decompose a free form product code having size and color information

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2. ✓ Parsing

3. ✗ Using foreign keys

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ity management, time and expense details

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• Q29) **What is the critical benefit of using ERP**

1. ✗ Help reduce operating costs
2. ✗ Facilitate Day-to-Day Management
3. ✗ Support Strategic Planning
4. ✓ All of the above

• Q30) **Which of the following areas are affected by BI ?**

1. ✗ Revenue
2. ✓ CRM
3. ✗ Sales
4. ✗ All of the mentioned

• Q31) **Which tool is used for querying data warehouse**

1. ✗ Database management systems

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3. ✓ Data-mining tools

4. ✗ Data marts

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elligence in an article

ted by linked dimensions ?

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Company outsources some or all of its customer relationship management to a third-party service provider (ASP).

1. ✗ spend management

2. ✗ supplier relationship management

3. ✓ hosted CRM

4. ✗ Customer Information Control System

- Q35) Which term refers to combining all the information into a single user understandable form like sets, lists or graphs so that it follows a predefine pattern

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2. ✗ Adhoc Query

3. ✗ Atomic Data

4. ✗ Cube

- Q36) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

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2. ✗ Inconsistent data

3. ✓ Too much data

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summarized and consolidate reports about ongoing  
aphical interface

- Q38) This is the processing of data about customers and their relationship with the enterprise in order to provide better service and lower cost.

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4. ✓ CRM analytics

- Q39) Which term describes the expansion of an analytical report to show detail along one dimension

1. ✗ Pivot
2. ✗ Roll up
3. ✗ Compression
4. ✓ Drill down

- Q40) Who first used the term Business Intelligence in an article

1. ✗ Juran
2. ✓ Hans Peter Luhn
3. ✗ Cosby
4. ✗ John Wiley

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2. ✓ Checking referential integrity

3. ✗ Building dimensions

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te definitions as metadata

operational data

performance

ents

red across multiple tools

tegrated Information Management Systems

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- Q44) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day

1. ✗ Perform full data refresh
2. ✗ Append the summary data to the target
3. ✗ Create a mirror image of the operational tables on another system
4. ✓ Apply the net changes in the data

- Q45) Which of the following may require the analysis of data from past, or present, or may look into future predictions

1. ✓ Query
2. ✗ Result
3. ✗ Summary
4. ✗ None of the above

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1. ✓ Predictive capability

2. ✗ Procedural knowledge

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warehouse

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4. ✗ Data storeroom

- Q49) 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 \_\_\_\_\_ .

1. ✗ the basic probability

2. ✗ support

3. ✗ lift

4. ✓ confidence

- Q50) What type of model is used for text retrieval

1. ✓ Nearest Neighbour

2. ✗ Linear regression

3. ✗ Non-linear regression

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

**Your Score 6.00%**

**3 of 50 questions are answered correctly**

10%

## Answer Sheet

- Q1) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.
  1.  database
  2.  server

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4. ✗ none of the mentioned
- Q2) Which of the following property is set to zero so that all levels are not created ?
    1. ✗ Aggregatable
    2. ✓ IsAggregatable
    3. ✗ IsAggregate
    4. ✗ All of the mentioned
  - Q3) Business intelligence (BI) is a broad category of application programs which includes :
    1. ✗ Decision support
    2. ✗ Data mining
    3. ✗ OLAP
    4. ✓ All of the mentioned
  - Q4) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    1. ✗ Region and sales
    2. ✗ Stores and region
    3. ✓ Stores and time
    4. ✗ Stores, sales and product
  - Q5) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q6) What is the main benefit of using DSS
    1. ✗ Promotes learning or training

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3. ✗ Increases organizational control
4. ✓ All of the above
- Q7) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
    1. ✗ spend management
    2. ✗ supplier relationship management
    3. ✓ hosted CRM
    4. ✗ Customer Information Control System
  - Q8) What is the main benefit of business intelligence
    1. ✗ Applicable for every part of Organization
    2. ✗ Quick answer to problem
    3. ✗ Find cause of Problem
    4. ✓ All of the above
  - Q9) Which of the following is not an financial report
    1. ✗ balance sheet
    2. ✗ trial balance
    3. ✗ quarterly financial statement
    4. ✓ None of the above
  - Q10) This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
    1. ✗ customer managed relationship
    2. ✗ data mining
    3. ✓ permission marketing
    4. ✗ one-to-one marketing
  - Q11) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.

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- 2. ✗ disaster recovery
  - 3. ✗ phase change
  - 4. ✓ predictive modeling
- Q12) Who first used the term Business Intelligence in an article
    - 1. ✗ Juran
    - 2. ✓ Hans Peter Luhn
    - 3. ✗ Cosby
    - 4. ✗ John Wiley
  - Q13) What is the most appropriate element of business intelligence architecture to discuss with end users
    - 1. ✗ Metadata design
    - 2. ✓ Visualization requirements
    - 3. ✗ Data warehouse design
    - 4. ✗ Data propagation methodology
  - Q14) Data mining applications are used accomplish which of the following tasks?
    - 1. ✗ Process transactions only
    - 2. ✗ Do RFM analysis only
    - 3. ✓ Do what-if analysis only
    - 4. ✗ Do both RFM and what-if analysis
  - Q15) What is called for all of the steps required for a business process put together
    - 1. ✗ Business process
    - 2. ✓ Workflow
    - 3. ✗ Steps
    - 4. ✗ Document management system
  - Q16) What type of model is used for text retrieval

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- 2. ✗ Linear regression
- 3. ✗ Non-linear regression
- 4. ✗ Clustering

- Q17) What does M in MDM refers to

- 1. ✗ Main
- 2. ✓ Master
- 3. ✗ Maintain
- 4. ✗ None of the above

- Q18) Point out the wrong statement :

- 1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
- 2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
- 3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
- 4. ✗ All of the mentioned

- Q19) What is not an PP process

- 1. ✗ Repetitive manufacturing
- 2. ✗ High volume production
- 3. ✗ MTO
- 4. ✓ None of the above

- Q20) Which ERP system module has order entry and purchasing details

- 1. ✗ Financials
- 2. ✗ Manufacturing
- 3. ✓ Supply Chain Management
- 4. ✗ Projects

- Q21) Which phase of BI life cycle, has the experts finalize the integration step of the Business

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1. ✗ Roll-out
  2. ✗ Designing
  3. ✗ Planning
  4. ✓ Realization
- Q22) Which system manages a document through all stages of its life cycle
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✓ Document management system
    4. ✗ Automatic workflow system
  - Q23) Which of the following namespace discover set of assemblies ?
    1. ✓ System.Reflection
    2. ✗ System.Refraction
    3. ✗ Sys.Reflection
    4. ✗ All of the mentioned
  - Q24) Which of the following is not an deterrent to data quality
    1. ✗ Plausibility of values
    2. ✗ Devoid of delimiter in a flat file
    3. ✓ Nullification of redundancies
    4. ✗ Value deviations leading to noise
  - Q25) If the \_\_\_\_\_ setting is used, the execution context is corresponds to the Windows login user account IUSER\_servername on the server.
    1. ✗ ImpersonateAnon
    2. ✗ Anonymous
    3. ✓ ImpersonateAnonymous
    4. ✗ None of the mentioned

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1. ✓ Provides software over the intranet
  2. ✗ Provides hardware over the internet
  3. ✗ Provides computer equipment
  4. ✗ None of the above
- Q27) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
    1. ✗ Perform full data refresh
    2. ✗ Append the summary data to the target
    3. ✗ Create a mirror image of the operational tables on another system
    4. ✓ Apply the net changes in the data
  - Q28) Which of the following technique, is suitable for handling explicit knowledge
    1. ✗ CHAID
    2. ✓ Nearest neighbour
    3. ✗ ANOVA
    4. ✗ Linear Regression
  - Q29) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
    1. ✗ Relational
    2. ✗ Snowflake
    3. ✓ Star
    4. ✗ None of the mentioned
  - Q30) What is the prime characteristic of neural networks
    1. ✓ Predictive capability
    2. ✗ Procedural knowledge
    3. ✗ Explicit programming
    4. ✗ Network access

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1. ✓ Database
  2. ✗ Membership
  3. ✗ Client
  4. ✗ Server
- Q32) What is not an generic business objective
    1. ✗ Economical Operations
    2. ✗ Capacity for Expected Growth
    3. ✗ Timeliness in Responding to Inquiries and Reports
    4. ✓ None of the above
  - Q33) Which type of dashboard, is used to measure the individual user growth within an organization
    1. ✗ operational
    2. ✓ technical
    3. ✗ strategic
    4. ✗ None of the above
  - Q34) Which ERP system module has activity management, time and expense details
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    2. ✗ Manufacturing
    3. ✗ Supply Chain Management
    4. ✓ Projects
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    1. ✗ the basic probability
    2. ✗ support
    3. ✗ lift
    4. ✓ confidence

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1. ✗ Mapping
  2. ✓ Parsing
  3. ✗ Using foreign keys
  4. ✗ Defining an intelligent primary key
- Q37) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q38) In OLAP, we are interested in \_\_\_\_\_.
    1. ✗ levels only
    2. ✗ dimensions only
    3. ✗ measures only
    4. ✓ measures and dimensions
  - Q39) 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.
    1. ✗ customer service chat
    2. ✗ customer managed relationship
    3. ✗ customer life cycle
    4. ✓ customer segmentation
  - Q40) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_.
    1. ✗ record transactions
    2. ✓ analyze and rank customers
    3. ✗ predict future sales using regression techniques
    4. ✗ perform OLAP

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## ability to model enterprise dat

1. ✗ BizTalk
  2. ✓ BPML
  3. ✗ e-biz
  4. ✗ ebXML
- Q42) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q43) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
    1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
    2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
    3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
    4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
  - Q44) What does SOPs formation result in
    1. ✗ cost sheets
    2. ✗ specification sheet
    3. ✓ documented procedures
    4. ✗ analysis report
  - Q45) Which enterprise software's primary goal is to improve and streamline internal business processes
    1. ✗ SCM
    2. ✗ CRM

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4. ✗ None of the above
- Q46) 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 \_\_\_\_\_ .
    1. ✗ dirty data
    2. ✗ inconsistent data
    3. ✓ non-integrated data
    4. ✗ a "wrong format" problem
  - Q47) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✗ Automatic workflow system
    4. ✓ Knowledge management system
  - Q48) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative
  - Q49) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
    1. ✓ PermissionSet
    2. ✗ SetPermissionSet
    3. ✗ Permission
    4. ✗ None of the mentioned
  - Q50) What does business intelligence gain knowledge about
    1. ✗ Customers

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3. ✗ Partners

4. ✓ All of the above

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## Business Intelligence Mock Test



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## Business Intelligence Mock Test

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**0 of 50 questions are answered correctly**

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## Answer Sheet

- Q1) When should data sources be identified in the data warehouse implementation process
  - 1. ✓ After user needs are defined
  - 2. ✗ After schema design
  - 3. ✗ After data cleansing

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- Q2) What is the objective of a business intelligence system
  - 1. ✗ Gathering confidential information from competitors
  - 2. ✗ Improving the timeliness and quality of decisions
  - 3. ✓ Improving the timeliness and quality of input for decision making
  - 4. ✗ All of the above
- Q3) Which type of dashboard provides information about failed ETL
  - 1. ✓ operational
  - 2. ✗ technical
  - 3. ✗ strategic
  - 4. ✗ None of the above
- Q4) Which of the following areas are affected by BI ?
  - 1. ✗ Revenue
  - 2. ✓ CRM
  - 3. ✗ Sales
  - 4. ✗ All of the mentioned
- Q5) If the \_\_\_\_\_ setting is used, the execution context corresponds to the Windows login user account IUSER\_servername on the server.
  - 1. ✗ ImpersonateAnon
  - 2. ✗ Anonymous
  - 3. ✓ ImpersonateAnonymous
  - 4. ✗ None of the mentioned
- Q6) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
  - 1. ✗ Relational
  - 2. ✗ Snowflake
  - 3. ✓ Star

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- Q7) 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.
  1. ✗ customer service chat
  2. ✗ customer managed relationship
  3. ✗ customer life cycle
  4. ✓ customer segmentation
- Q8) Which of the following is a data cleansing process
  1. ✗ Extracting only valid data
  2. ✓ Checking referential integrity
  3. ✗ Building dimensions
  4. ✗ Summarizing data
- Q9) Which of the following is not an deterrent to data quality
  1. ✗ Plausibility of values
  2. ✗ Devoid of delimiter in a flat file
  3. ✓ Nullification of redundancies
  4. ✗ Value deviations leading to noise
- Q10) What is the most appropriate element of business intelligence architecture to discuss with end users
  1. ✗ Metadata design
  2. ✓ Visualization requirements
  3. ✗ Data warehouse design
  4. ✗ Data propagation methodology
- Q11) When business intelligence is focused on external competition then, it is
  1. ✗ External business intelligence
  2. ✗ Smart
  3. ✗ Illegal

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- Q12) If functions in one assembly call functions in a separate assembly, you must register both assemblies in :
  1. ✗ client
  2. ✓ server
  3. ✗ table
  4. ✗ none of the mentioned
- Q13) What is the important characteristic of good KPI
  1. ✗ Actionable
  2. ✗ Align with business goal effectively.
  3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
  4. ✓ All of the above
- Q14) What is called for all of the steps required for a business process put together
  1. ✗ Business process
  2. ✓ Workflow
  3. ✗ Steps
  4. ✗ Document management system
- Q15) Point out the wrong statement :
  1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
  2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed
  3. ✗ Cloud computing makes the long-held dream of utility computing possible with a pay-as-you-go, infinitely scalable, universally available system
  4. ✗ All of the mentioned
- Q16) What does an application service provider do
  1. ✓ Provides software over the intranet

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- 3. ✗ Provides computer equipment
  - 4. ✗ None of the above
- Q17) Which type of dashboard measures the team goal, mission of the organization and how well it is achieved
- 1. ✗ operational
  - 2. ✗ technical
  - 3. ✓ strategic
  - 4. ✗ None of the above
- Q18) Business intelligence (BI) is a broad category of application programs which includes :
- 1. ✗ Decision support
  - 2. ✗ Data mining
  - 3. ✗ OLAP
  - 4. ✓ All of the mentioned
- Q19) Members of a \_\_\_\_\_ dimension can only be moved within the same level.
- 1. ✗ readback
  - 2. ✓ writeback
  - 3. ✗ readwrite
  - 4. ✗ All of the mentioned
- Q20) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_ .
- 1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
  - 2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
  - 3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
  - 4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
- Q21) 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.

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- 2. ✗ business information warehouse
  - 3. ✗ business intelligence
  - 4. ✓ business warehouse
- Q22) Which of the following permission setting provides internal computation permission ?
    1. ✗ Unsafe
    2. ✗ ExternalAccess
    3. ✓ safe
    4. ✗ All of the mentioned
  - Q23) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
    1. ✓ Aggregation
    2. ✗ Adhoc Query
    3. ✗ Atomic Data
    4. ✗ Cube
  - Q24) What is the prime characteristic of neural networks
    1. ✓ Predictive capability
    2. ✗ Procedural knowledge
    3. ✗ Explicit programming
    4. ✗ Network access
  - Q25) \_\_\_\_\_ is a category of applications and technologies for presenting and analyzing corporate and external data
    1. ✗ Data warehouse
    2. ✗ MIS
    3. ✓ EIS
    4. ✗ All of the mentioned

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- 2. ✗ Number of source data transactions
- 3. ✓ Number of dimensions
- 4. ✗ Number of referential integrity constraints

- Q27) When was SAP R/3 was launched

- 1. ✗ 1973.0
- 2. ✗ 1981.0
- 3. ✓ 1992.0
- 4. ✗ 2000.0

- Q28) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are used to convert values.

- 1. ✓ BI
- 2. ✗ ETL
- 3. ✗ MIS
- 4. ✗ OBIEE

- Q29) What is the main benefit of business intelligence

- 1. ✗ Applicable for every part of Organization
- 2. ✗ Quick answer to problem
- 3. ✗ Find cause of Problem
- 4. ✓ All of the above

- Q30) What does business intelligence gain knowledge about

- 1. ✗ Customers
- 2. ✗ Competitors
- 3. ✗ Partners
- 4. ✓ All of the above

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1. ✗ Customers
  2. ✗ Competitors
  3. ✗ Partners
  4. ✓ All of the above
- Q32) **What is a subset of a data warehouse**
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q33) **Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge**
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✗ Automatic workflow system
    4. ✓ Knowledge management system
  - Q34) **Business Intelligence (BI) systems do not obtain their data by which of the following means?**
    1. ✗ Read and process data from an operational database
    2. ✓ Process transactions
    3. ✗ Process extracts from operational databases
    4. ✗ Process data purchased from data vendors
  - Q35) **Which of the following technique is usually driven by past experiences**
    1. ✗ Nearest Neighbour
    2. ✓ Clustering
    3. ✗ Linear regression
    4. ✗ Non-linear regression

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- 1. ✗ Aggregate
  - 2. ✓ Assemblies
  - 3. ✗ Synonym
  - 4. ✗ All of the mentioned
- Q37) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_ .
    - 1. ✗ record transactions
    - 2. ✓ analyze and rank customers
    - 3. ✗ predict future sales using regression techniques
    - 4. ✗ perform OLAP
  - Q38) The reports generated by a reporting system are usually not delivered in which of the following media?
    - 1. ✗ Web portal
    - 2. ✓ Commercial courier service
    - 3. ✗ Digital dashboard
    - 4. ✗ E-Mail
  - Q39) Which of the following is not an financial report
    - 1. ✗ balance sheet
    - 2. ✗ trial balance
    - 3. ✗ quarterly financial statement
    - 4. ✓ None of the above
  - Q40) Which of the following property enables Analysis Services to use a faster algorithm for string hashing and comparison ?
    - 1. ✗ EnableFast1033Local
    - 2. ✗ EnableFast1036Locale
    - 3. ✓ EnableFast1033Locale

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1. ✗ One time
  2. ✗ Short time frame
  3. ✗ Shorter engagements
  4. ✓ None of the above
- Q42) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above
  - Q43) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q44) Which of the following does not form part of BI Stack in SQL Server ?
    1. ✗ SSRS
    2. ✗ SSIS
    3. ✗ SSAS
    4. ✓ OBIEE
  - Q45) In OLAP, we are interested in \_\_\_\_\_.
    1. ✗ levels only
    2. ✗ dimensions only
    3. ✗ measures only
    4. ✓ measures and dimensions

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1. ✗ Allows for bi-directional update of operational data
  2. ✗ Significantly enhances load time performance
  3. ✗ Reduces overall storage requirements
  4. ✓ Allows data load rules to be shared across multiple tools
- Q47) 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 both Video C and Video D are rented at the same time is known as \_\_\_\_\_.
    1. ✗ the basic probability
    2. ✓ support
    3. ✗ lift
    4. ✗ confidence
  - Q48) Which term describes the expansion of an analytical report to show detail along one dimension
    1. ✗ Pivot
    2. ✗ Roll up
    3. ✗ Compression
    4. ✓ Drill down
  - Q49) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q50) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments

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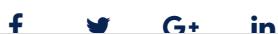
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## Business Intelligence Mock Test

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**1 of 50 questions are answered correctly**

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## Answer Sheet

- Q1) This is an XML-based metalanguage developed by the Business Process Management Initiative (BPML) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise dat

1. ✗ BizTalk

2. ✓ BPML

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4. ✗ ebXML

- Q2) What is called for all of the steps required for a business process put together

1. ✗ Business process
2. ✓ Workflow
3. ✗ Steps
4. ✗ Document management system

- Q3) What data store would best support ad-hoc queries about of quarterly trends

1. ✓ Data Mart
2. ✗ Metadata
3. ✗ Transactional systems
4. ✗ Operational Data Store

- Q4) What is not an PP process

1. ✗ Repetitive manufacturing
2. ✗ High volume production
3. ✗ MTO
4. ✓ None of the above

- Q5) The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

1. ✗ Dirty data
2. ✗ Inconsistent data
3. ✓ Too much data
4. ✗ Non-integrated data

- Q6) Which of the following is not an deterrent to data quality

1. ✗ Plausibility of values
2. ✗ Devoid of delimiter in a flat file

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4. ✗ Value deviations leading to noise
- Q7) 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.
    1. ✗ best practice data mart
    2. ✗ business information warehouse
    3. ✗ business intelligence
    4. ✓ business warehouse
  - Q8) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.
    1. ✓ Balanced Scorecard
    2. ✗ Data Cube
    3. ✗ Dashboard
    4. ✗ All of the mentioned
  - Q9) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    1. ✓ Data warehouse
    2. ✗ External intelligence gathering 'bots
    3. ✗ Artificial intelligence
    4. ✗ Competitive intelligence system
  - Q10) What is the objective of a business intelligence system
    1. ✗ Gathering confidential information from competitors
    2. ✗ Improving the timeliness and quality of decisions
    3. ✓ Improving the timeliness and quality of input for decision making
    4. ✗ All of the above
  - Q11) What is the prime characteristic of neural networks
    1. ✓ Predictive capability

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- 3. ✗ Explicit programming
  - 4. ✗ Network access
- Q12) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
1. ✓ Institutional performance management
  2. ✗ Gap analysis
  3. ✗ Slice and Dice
  4. ✗ None of the mentioned
- Q13) Which of the following may require the analysis of data from past, or present, or may look into future predictions
1. ✓ Query
  2. ✗ Result
  3. ✗ Summary
  4. ✗ None of the above
- Q14) What type of model is used for text retrieval
1. ✓ Nearest Neighbour
  2. ✗ Linear regression
  3. ✗ Non-linear regression
  4. ✗ Clustering
- Q15) Which factor affects performance during definition phase of an OLAP cube
1. ✗ Number of measures
  2. ✗ Number of source data transactions
  3. ✓ Number of dimensions
  4. ✗ Number of referential integrity constraints
- Q16) Which of the following does not form part of BI Stack in SQL Server ?
1. ✗ SSRS

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- 3. ✗ SSAS
  - 4. ✓ OBIEE
- Q17) What is the most appropriate element of business intelligence architecture to discuss with end users
    - 1. ✗ Metadata design
    - 2. ✓ Visualization requirements
    - 3. ✗ Data warehouse design
    - 4. ✗ Data propagation methodology
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    - 1. ✓ PermissionSet
    - 2. ✗ SetPermissionSet
    - 3. ✗ Permission
    - 4. ✗ None of the mentioned
  - Q19) Which of the following areas are affected by BI ?
    - 1. ✗ Revenue
    - 2. ✓ CRM
    - 3. ✗ Sales
    - 4. ✗ All of the mentioned
  - Q20) Which type of data sets, does k-means partitioning is suitable for
    - 1. ✗ Small data sets
    - 2. ✓ Separated clusters
    - 3. ✗ Spatial data sets
    - 4. ✗ Large data sets
  - Q21) Which term describes the expansion of an analytical report to show detail along one dimension
    - 1. ✗ Pivot

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- 3. ✗ Compression
  - 4. ✓ Drill down
- Q22) When business intelligence is focused on external competition then, it is
- 1. ✗ External business intelligence
  - 2. ✗ Smart
  - 3. ✗ Illegal
  - 4. ✓ Competitive intelligence
- Q23) 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 \_\_\_\_\_.
- 1. ✗ the basic probability
  - 2. ✗ support
  - 3. ✗ lift
  - 4. ✓ confidence
- Q24) What does business intelligence helps knowledge workers understand
- 1. ✗ Capabilities of the firm
  - 2. ✗ State of the art, trends, and future directions in the markets
  - 3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
  - 4. ✓ All of the above
- Q25) Which of the following is a data cleansing process
- 1. ✗ Extracting only valid data
  - 2. ✓ Checking referential integrity
  - 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q26) When was SAP R/3 was launched

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2. ✗ 1981.0

3. ✓ 1992.0

4. ✗ 2000.0

- Q27) Which type of dashboard provides information about failed ETL

1. ✓ operational

2. ✗ technical

3. ✗ strategic

4. ✗ None of the above

- Q28) Which of the following permission setting provides internal computation permission ?

1. ✗ Unsafe

2. ✗ ExternalAccess

3. ✓ safe

4. ✗ All of the mentioned

- Q29) How MDM can be implemented as

1. ✗ a process

2. ✗ an infrastructure,

3. ✗ a tool

4. ✓ All of the above

- Q30) BI can catalyze a business's success in terms of :

1. ✗ Distinguish the products and services that drive revenues

2. ✗ Rank customers and locations based on profitability

3. ✗ Ranks customers and locations based on probability

4. ✓ All of the mentioned

- Q31) If functions in one assembly call functions in a separate assembly, you must register both assemblies in :

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- 2. ✓ server
  - 3. ✗ table
  - 4. ✗ none of the mentioned
- Q32) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
    - 1. ✗ Business process management system
    - 2. ✗ Workflow system
    - 3. ✗ Automatic workflow system
    - 4. ✓ Knowledge management system
  - Q33) Which tool is used for querying data warehouse
    - 1. ✗ Database management systems
    - 2. ✗ Picks and shovels
    - 3. ✓ Data-mining tools
    - 4. ✗ Data marts
  - Q34) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q35) Which of the following property is set to zero so that all levels are not created ?
    - 1. ✗ Aggregatable
    - 2. ✓ IsAggregatable
    - 3. ✗ IsAggregate
    - 4. ✗ All of the mentioned
  - Q36) The "F" in RFM analysis stands for \_\_\_\_\_ .

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- 2. ✗ freshness
  - 3. ✗ fast food
  - 4. ✗ fantasy
- Q37) Which method is usually used to minimize the effect of on-line disk failure in large data warehouse
    - 1. ✗ Striping
    - 2. ✗ Blocking
    - 3. ✓ Mirroring
    - 4. ✗ Double buffering
  - Q38) What is the unit called, in which character text is parsed during term extraction
    - 1. ✓ Word
    - 2. ✗ Token
    - 3. ✗ Element
    - 4. ✗ Block
  - Q39) Which ERP system module has order entry and purchasing details
    - 1. ✗ Financials
    - 2. ✗ Manufacturing
    - 3. ✓ Supply Chain Management
    - 4. ✗ Projects
  - Q40) Which type of dashboard, is used to measure the individual user growth within an organization
    - 1. ✗ operational
    - 2. ✓ technical
    - 3. ✗ strategic
    - 4. ✗ None of the above
  - Q41) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?

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- 2. ✗ Membership
  - 3. ✗ Client
  - 4. ✗ Server
- Q42) Business intelligence (BI) is a broad category of application programs which includes :
1. ✗ Decision support
  2. ✗ Data mining
  3. ✗ OLAP
  4. ✓ All of the mentioned

- Q43) The Analysis Services \_\_\_\_\_ role defines administrative access of Windows users and groups to an instance of Analysis Services.

1. ✗ database
2. ✓ server
3. ✗ user
4. ✗ none of the mentioned

- Q44) What is the main benefit of business intelligence

1. ✗ Applicable for every part of Organization
2. ✗ Quick answer to problem
3. ✗ Find cause of Problem
4. ✓ All of the above

- Q45) Which ERP system module has activity management, time and expense details

1. ✗ Financials
2. ✗ Manufacturing
3. ✗ Supply Chain Management
4. ✓ Projects

- Q46) 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.

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- 2. ✗ business information warehouse
- 3. ✗ business intelligence
- 4. ✓ business warehouse

- Q47) Which of the following is not an deterrent to data quality

- 1. ✗ Plausibility of values
- 2. ✗ Devoid of delimiter in a flat file
- 3. ✓ Nullification of redundancies
- 4. ✗ Value deviations leading to noise

- Q48) RFM analysis uses customers' purchasing patterns to \_\_\_\_\_ .

- 1. ✗ record transactions
- 2. ✓ analyze and rank customers
- 3. ✗ predict future sales using regression techniques
- 4. ✗ perform OLAP

- Q49) When should data sources be identified in the data warehouse implementation process

- 1. ✓ After user needs are defined
- 2. ✗ After schema design
- 3. ✗ After data cleansing
- 4. ✗ After selection of an extraction tool

- Q50) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system

- 1. ✗ Roll-out
- 2. ✗ Designing
- 3. ✗ Planning
- 4. ✓ Realization

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## Answer Sheet

- Q1) What is the main benefit of business intelligence

1.  Applicable for every part of Organization
2.  Quick answer to problem
3.  Find cause of Problem

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- Q2) When business intelligence is focused on external competition then, it is
  1. ✗ External business intelligence
  2. ✗ Smart
  3. ✗ Illegal
  4. ✓ Competitive intelligence
- Q3) 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 \_\_\_\_\_.
  1. ✗ the basic probability
  2. ✗ support
  3. ✗ lift
  4. ✓ confidence
- Q4) What functional areas are supported by an ERP
  1. ✗ human resource management
  2. ✗ accounting
  3. ✗ manufacturing
  4. ✓ All of the above
- Q5) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge
  1. ✗ Business process management system
  2. ✗ Workflow system
  3. ✗ Automatic workflow system
  4. ✓ Knowledge management system
- Q6) Which ERP system module has order entry and purchasing details
  1. ✗ Financials
  2. ✗ Manufacturing

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4. ✗ Projects

- Q7) Which of the following is not an deterrent to data quality

1. ✗ Plausibility of values
2. ✗ Devoid of delimiter in a flat file
3. ✓ Nullification of redundancies
4. ✗ Value deviations leading to noise

- Q8) The \_\_\_\_\_ attribute is the attribute in a dimension that identifies the columns in the dimension main table that are used in foreign key relationships to the fact table.

1. ✗ Dim
2. ✓ KEY
3. ✗ PK
4. ✗ None of the mentioned

- Q9) This is an XML-based metalanguage developed by the Business Process Management Initiative (BPML) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise dat

1. ✗ BizTalk
2. ✓ BPML
3. ✗ e-biz
4. ✗ ebXML

- Q10) Which ERP system module has activity management, time and expense details

1. ✗ Financials
2. ✗ Manufacturing
3. ✗ Supply Chain Management
4. ✓ Projects

- Q11) 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 \_\_\_\_\_ .

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- 2. ✗ inconsistent data
  - 3. ✓ non-integrated data
  - 4. ✗ a "wrong format" problem
- Q12) In data mining, this is a technique used to predict future behavior and anticipate the consequences of change.
    1. ✗ predictive technology
    2. ✗ disaster recovery
    3. ✗ phase change
    4. ✓ predictive modeling
  - Q13) Updates to the \_\_\_\_\_ attribute in a parent-child hierarchy must not include updates to any other properties or attributes.
    1. ✗ child
    2. ✓ parent
    3. ✗ both child and parent
    4. ✗ None of the mentioned
  - Q14) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.
    1. ✗ one-to-one
    2. ✓ many-to-one
    3. ✗ many-many
    4. ✗ All of the mentioned
  - Q15) Which clustering technique models individual text items as vector space points for text mining
    1. ✗ Non-Hierarchical Divisive
    2. ✗ Non-Hierarchical Agglomerative
    3. ✗ Hierarchical Divisive
    4. ✓ Hierarchical Agglomerative

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1. ✗ Metadata design
  2. ✓ Visualization requirements
  3. ✗ Data warehouse design
  4. ✗ Data propagation methodology
- Q17) Which type of problem is suitable for using open API for solving analytic problem
    1. ✗ One time
    2. ✗ Short time frame
    3. ✗ Shorter engagements
    4. ✓ None of the above
  - Q18) What is a subset of a data warehouse
    1. ✗ Database
    2. ✓ Data mart
    3. ✗ Data set
    4. ✗ Data storeroom
  - Q19) 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.
    1. ✓ database marketing
    2. ✗ marketing encyclopedia
    3. ✗ application integration
    4. ✗ business technology management
  - Q20) What does business intelligence helps knowledge workers understand
    1. ✗ Capabilities of the firm
    2. ✗ State of the art, trends, and future directions in the markets
    3. ✗ Applicable technological, demographic, economic, political, social, and regulatory environments
    4. ✓ All of the above

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1. ✗ Nearest Neighbour
  2. ✓ Clustering
  3. ✗ Linear regression
  4. ✗ Non-linear regression
- Q22) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
    1. ✓ EIS
    2. ✗ DSS
    3. ✗ Depends upon the data
    4. ✗ Dependant on input predictor
  - Q23) Which type of dashboard provides information about failed ETL
    1. ✓ operational
    2. ✗ technical
    3. ✗ strategic
    4. ✗ None of the above
  - Q24) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q25) Which of the following is a data cleansing process
    1. ✗ Extracting only valid data
    2. ✓ Checking referential integrity
    3. ✗ Building dimensions
    4. ✗ Summarizing data

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- Q26) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
  1. ✓ Institutional performance management
  2. ✗ Gap analysis
  3. ✗ Slice and Dice
  4. ✗ None of the mentioned
- Q27) What is the benefit of storing attribute definitions as metadata
  1. ✗ Allows for bi-directional update of operational data
  2. ✗ Significantly enhances load time performance
  3. ✗ Reduces overall storage requirements
  4. ✓ Allows data load rules to be shared across multiple tools
- Q28) What does SOPs formation result in
  1. ✗ cost sheets
  2. ✗ specification sheet
  3. ✓ documented procedures
  4. ✗ analysis report
- Q29) Which factor usually determines when a data warehouse is scheduled for updation
  1. ✗ Calendar events
  2. ✗ System requirements
  3. ✓ Business requirements
  4. ✗ Volatility of operational data store
- Q30) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
  1. ✗ Centralized API approach
  2. ✗ Decentralized API approach

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4. ✗ Centralized or repository approach
- Q31) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
    - 1. ✗ Roll-out
    - 2. ✗ Designing
    - 3. ✗ Planning
    - 4. ✓ Realization
  - Q32) What is the important characteristic of good KPI
    - 1. ✗ Actionable
    - 2. ✗ Align with business goal effectively.
    - 3. ✗ Improvement of one measurement of the organization doesn't hamper the other measurements
    - 4. ✓ All of the above
  - Q33) Which of the following namespace discover set of assemblies ?
    - 1. ✓ System.Reflection
    - 2. ✗ System.Refraction
    - 3. ✗ Sys.Reflection
    - 4. ✗ All of the mentioned
  - Q34) What does business intelligence gain knowledge about
    - 1. ✗ Customers
    - 2. ✗ Competitors
    - 3. ✗ Partners
    - 4. ✓ All of the above
  - Q35) \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.

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- 2. ✗ Data Cube
  - 3. ✗ Dashboard
  - 4. ✗ All of the mentioned
- Q36) **What type of model is used for text retrieval**
    1. ✓ Nearest Neighbour
    2. ✗ Linear regression
    3. ✗ Non-linear regression
    4. ✗ Clustering
  - Q37) **Members of a \_\_\_\_\_ dimension can only be moved within the same level.**
    1. ✗ readback
    2. ✓ writeback
    3. ✗ readwrite
    4. ✗ All of the mentioned
  - Q38) **Which system manages a document through all stages of its life cycle**
    1. ✗ Business process management system
    2. ✗ Workflow system
    3. ✓ Document management system
    4. ✗ Automatic workflow system
  - Q39) **Business Intelligence (BI) systems do not obtain their data by which of the following means?**
    1. ✗ Read and process data from an operational database
    2. ✓ Process transactions
    3. ✗ Process extracts from operational databases
    4. ✗ Process data purchased from data vendors
  - Q40) **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.**

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- 3. ✗ customer life cycle
  - 4. ✓ customer segmentation
- Q41) \_\_\_\_\_ let you create external, user-defined functions using any common language runtime (CLR) language
- 1. ✗ Aggregate
  - 2. ✓ Assemblies
  - 3. ✗ Synonym
  - 4. ✗ All of the mentioned
- Q42) Which method would be used to move data to the warehouse on an hourly basis which has two million transactions per day
- 1. ✗ Perform full data refresh
  - 2. ✗ Append the summary data to the target
  - 3. ✗ Create a mirror image of the operational tables on another system
  - 4. ✓ Apply the net changes in the data
- Q43) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
- 1. ✓ Data warehouse
  - 2. ✗ External intelligence gathering 'bots
  - 3. ✗ Artificial intelligence
  - 4. ✗ Competitive intelligence system
- Q44) What is the name of SaaS offering by SAP
- 1. ✓ Business ByDesign
  - 2. ✗ GRC
  - 3. ✗ Duet
  - 4. ✗ PLM
- Q45) You can use the \_\_\_\_\_ Wizard to specify which measures from the rate measure group are

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1. ✓ BI
  2. ✗ ETL
  3. ✗ MIS
  4. ✗ OBIEE
- Q46) We have done an RFM analysis on our customer datMary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_.
    1. ✗ Has ordered recently, orders frequently, and places a large order when she orders.
    2. ✗ Hasn't ordered recently, orders infrequently, but places a large order when she orders.
    3. ✓ Has ordered recently, orders frequently, but doesn't place a large order when she orders
    4. ✗ Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
  - Q47) Which of the following property enables Analysis Services to use a faster algorithm for string hashing and comparison ?
    1. ✗ EnableFast1033Local
    2. ✗ EnableFast1036Locale
    3. ✓ EnableFast1033Locale
    4. ✗ EnableQuick1033Locale
  - Q48) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    1. ✗ Eliminates the need for a data mart
    2. ✗ Facilitates the correction of errors at the branch office
    3. ✓ Provides a consistent corporate view of business information
    4. ✗ Eliminates the need for branch operational system reports
  - Q49) Point out the wrong statement :
    1. ✗ The massive scale of cloud computing systems was enabled by the popularization of the Internet
    2. ✓ Soft computing represents a real paradigm shift in the way in which systems are deployed

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4. ✗ All of the mentioned
- Q50) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    - 1. ✗ By redesigning the report template for each end user
    - 2. ✓ By allowing end users the flexibility to create their own reports
    - 3. ✗ By providing the current reports in softcopy format
    - 4. ✗ By allowing end users to define their own metadata

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## Business Intelligence Mock Test

**Your Score 0.00%**

0 of 50 questions are answered correctly

0%

## Answer Sheet

- Q1) Which of the following is supported by data warehouse
  - 1. ✗ Data cube
  - 2. ✗ OLTP
  - 3. ✗ OLAP
  - 4. ✓ All of the above
- Q2) What is the main benefit of business intelligence
  - 1. ✗ Applicable for every part of Organization
  - 2. ✗ Quick answer to problem

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4. ✓ All of the above
- Q3) What benefit is realized if a company implements a data warehouse for consolidating data from multiple branch offices
    - 1. ✗ Eliminates the need for a data mart
    - 2. ✗ Facilitates the correction of errors at the branch office
    - 3. ✓ Provides a consistent corporate view of business information
    - 4. ✗ Eliminates the need for branch operational system reports
  - Q4) Which term describes the expansion of an analytical report to show detail along one dimension
    - 1. ✗ Pivot
    - 2. ✗ Roll up
    - 3. ✗ Compression
    - 4. ✓ Drill down
  - Q5) What dimensions should be viewed by an executive viewing monthly sales by region, to understand which stores have increased total sales over last month
    - 1. ✗ Region and sales
    - 2. ✗ Stores and region
    - 3. ✓ Stores and time
    - 4. ✗ Stores, sales and product
  - Q6) Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created ?
    - 1. ✓ Database
    - 2. ✗ Membership
    - 3. ✗ Client
    - 4. ✗ Server
  - Q7) 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 dat

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2. ✓ BPML
3. ✗ e-biz
4. ✗ ebXML
- Q8) Which of the following permission setting provides internal computation permission ?
    1. ✗ Unsafe
    2. ✗ ExternalAccess
    3. ✓ safe
    4. ✗ All of the mentioned
  - Q9) What type of management information system uses knowledge-based systems
    1. ✗ MIS
    2. ✗ MRP
    3. ✗ EIS
    4. ✓ DSS
  - Q10) What does SOPs formation result in
    1. ✗ cost sheets
    2. ✗ specification sheet
    3. ✓ documented procedures
    4. ✗ analysis report
  - Q11) Which factor usually determines when a data warehouse is scheduled for updation
    1. ✗ Calendar events
    2. ✗ System requirements
    3. ✓ Business requirements
    4. ✗ Volatility of operational data store
  - Q12) Which of the following is an IT system that supports the capture, organization, and dissemination of knowledge

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- 2. ✗ Workflow system
  - 3. ✗ Automatic workflow system
  - 4. ✓ Knowledge management system
- Q13) Which clustering technique models individual text items as vector space points for text mining
- 1. ✗ Non-Hierarchical Divisive
  - 2. ✗ Non-Hierarchical Agglomerative
  - 3. ✗ Hierarchical Divisive
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  - 2. ✗ Significantly enhances load time performance
  - 3. ✗ Reduces overall storage requirements
  - 4. ✓ Allows data load rules to be shared across multiple tools
- Q15) Security for stored procedures is set with the \_\_\_\_\_ property on a stored procedure.
- 1. ✓ PermissionSet
  - 2. ✗ SetPermissionSet
  - 3. ✗ Permission
  - 4. ✗ None of the mentioned
- Q16) This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
- 1. ✗ spend management
  - 2. ✗ supplier relationship management
  - 3. ✓ hosted CRM
  - 4. ✗ Customer Information Control System
- Q17) Which of the following is a logical collection of data gathered from many databases and used to

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1. ✓ Data warehouse
  2. ✗ External intelligence gathering 'bots
  3. ✗ Artificial intelligence
  4. ✗ Competitive intelligence system
- Q18) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q19) By default, in a \_\_\_\_\_ schema, all attributes are directly related to the key attributes.
    1. ✗ Relational
    2. ✗ Snowflake
    3. ✓ Star
    4. ✗ None of the mentioned
  - Q20) 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.
    1. ✗ clickstream analysis
    2. ✗ database marketing
    3. ✗ customer relationship management
    4. ✓ CRM analytics
  - Q21) The reports generated by a reporting system are usually not delivered in which of the following media?
    1. ✗ Web portal
    2. ✓ Commercial courier service
    3. ✗ Digital dashboard

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- Q22) \_\_\_\_\_ is currency used to store transactions on which measures to be converted are based in SSAS.
  1. ✓ Local currency
  2. ✗ Pivot currency
  3. ✗ Global currency
  4. ✗ None of the mentioned
- Q23) 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.
  1. ✗ best practice data mart
  2. ✗ business information warehouse
  3. ✗ business intelligence
  4. ✓ business warehouse
- Q24) \_\_\_\_\_ is a system where operations like data extraction, transformation and loading operations are execute
  1. ✓ Data staging
  2. ✗ Data integration
  3. ✗ ETL
  4. ✗ None of the mentioned
- Q25) Which phase of BI life cycle, has the experts finalize the integration step of the Business Intelligence solution and configure it so that it can replace the existing system or run in parallel with the existing system
  1. ✗ Roll-out
  2. ✗ Designing
  3. ✗ Planning
  4. ✓ Realization
- Q26) What is the unit called, in which character text is parsed during term extraction
  1. ✓ Word

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- 3. ✗ Element
  - 4. ✗ Block
- Q27) What is the objective of a business intelligence system
1. ✗ Gathering confidential information from competitors
  2. ✗ Improving the timeliness and quality of decisions
  3. ✓ Improving the timeliness and quality of input for decision making
  4. ✗ All of the above

- Q28) Which factor usually determines when a data warehouse is scheduled for updation

1. ✗ Calendar events
2. ✗ System requirements
3. ✓ Business requirements
4. ✗ Volatility of operational data store

- Q29) Business Intelligence (BI) systems do not obtain their data by which of the following means?

1. ✗ Read and process data from an operational database
2. ✓ Process transactions
3. ✗ Process extracts from operational databases
4. ✗ Process data purchased from data vendors

- Q30) Which type of data sets, does k-means partitioning is suitable for

1. ✗ Small data sets
2. ✓ Separated clusters
3. ✗ Spatial data sets
4. ✗ Large data sets

- Q31) Which of the following is a data cleansing process

1. ✗ Extracting only valid data

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- 3. ✗ Building dimensions
  - 4. ✗ Summarizing data
- Q32) Which of the following is process of basing an organization's actions and decisions on actual measured results of performance ?
- 1. ✓ Institutional performance management
  - 2. ✗ Gap analysis
  - 3. ✗ Slice and Dice
  - 4. ✗ None of the mentioned
- Q33) What refers to a tool used to provide summarized and consolidate reports about ongoing transactions within the organization, in graphical interface
- 1. ✓ EIS
  - 2. ✗ DSS
  - 3. ✗ Depends upon the data
  - 4. ✗ Dependant on input predictor
- Q34) What is the most appropriate element of business intelligence architecture to discuss with end users
- 1. ✗ Metadata design
  - 2. ✓ Visualization requirements
  - 3. ✗ Data warehouse design
  - 4. ✗ Data propagation methodology
- Q35) When time series information is given, what is the best statistical technique used to forecast the next six months
- 1. ✗ Cluster analysis
  - 2. ✗ Association analysis
  - 3. ✓ Trend analysis
  - 4. ✗ Multidimensional analysis
- Q36) In BI AP we are interested in

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2. ✗ dimensions only

3. ✗ measures only

4. ✓ measures and dimensions

- Q37) For \_\_\_\_\_ currency conversions, the pivot currency and reporting currency are the same.

1. ✗ one-to-one

2. ✓ many-to-one

3. ✗ many-many

4. ✗ All of the mentioned

- Q38) What type of model is used for text retrieval

1. ✓ Nearest Neighbour

2. ✗ Linear regression

3. ✗ Non-linear regression

4. ✗ Clustering

- Q39) Which of the following may require the analysis of data from past, or present, or may look into future predictions

1. ✓ Query

2. ✗ Result

3. ✗ Summary

4. ✗ None of the above

- Q40) When business intelligence is focused on external competition then, it is

1. ✗ External business intelligence

2. ✗ Smart

3. ✗ Illegal

4. ✓ Competitive intelligence

- Q41) If functions in one assembly call functions in a separate assembly, you must register both

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- 2. ✓ server
  - 3. ✗ table
  - 4. ✗ none of the mentioned
- Q42) Which of the following is an unsupervised data mining technique?
    1. ✓ Cluster analysis only
    2. ✗ Regression Analysis only
    3. ✗ RFM Analysis only
    4. ✗ Both Regression Analysis and RFM Analysis
  - Q43) Which of the following is not an financial report
    1. ✗ balance sheet
    2. ✗ trial balance
    3. ✗ quarterly financial statement
    4. ✓ None of the above
  - Q44) Which measure will help in satisfying the changing analysis requirements of end-user's reports
    1. ✗ By redesigning the report template for each end user
    2. ✓ By allowing end users the flexibility to create their own reports
    3. ✗ By providing the current reports in softcopy format
    4. ✗ By allowing end users to define their own metadata
  - Q45) Which term refers to combining all the information into a single user understandable form like sets, list or graphs so that in a predefine pattern
    1. ✓ Aggregation
    2. ✗ Adhoc Query
    3. ✗ Atomic Data
    4. ✗ Cube
  - Q46) Who first used the term Business Intelligence in an article

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2. ✓ Hans Peter Luhn
3. ✗ Cosby
4. ✗ John Wiley
- Q47) Which of the following is a logical collection of data gathered from many databases and used to create business intelligence
    - 1. ✓ Data warehouse
    - 2. ✗ External intelligence gathering 'bots
    - 3. ✗ Artificial intelligence
    - 4. ✗ Competitive intelligence system
  - Q48) Which of the metadata approach helps in integration with multi-vendor tools along with flexibility
    - 1. ✗ Centralized API approach
    - 2. ✗ Decentralized API approach
    - 3. ✓ Decentralized or interchange approach
    - 4. ✗ Centralized or repository approach
  - Q49) What type of management information system is intended to facilitate and support the information and decision-making needs of senior executives by providing easy access to both internal and external information relevant to meeting the strategic goals of the organization
    - 1. ✗ MIS
    - 2. ✗ MRP
    - 3. ✓ EIS
    - 4. ✗ DSS
  - Q50) 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 \_\_\_\_\_ .
    - 1. ✗ dirty data
    - 2. ✗ inconsistent data

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4. ✗ a "wrong format" problem

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# 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 data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 data validation 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 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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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"

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True
- ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. Outlier
- iv. Noise
- iii. None of these

Q46. What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. Collective Outlier
- iii. Point Outlier
- iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. Cluster
- ii. Proximity
- iii. Point
- iv. None of these

GOOD LUCK!!!

**ANSWER KEY:**

- |        |         |        |         |         |
|--------|---------|--------|---------|---------|
| 1. iii | 2. ii   | 3. iv  | 4. i    | 5. iv   |
| 6. iii | 7. iii  | 8. i   | 9. ii   | 10. iv  |
| 11. iv | 12. i   | 13. i  | 14. ii  | 15. iv  |
| 16. ii | 17. ii  | 18. i  | 19. ii  | 20. iii |
| 21. i  | 22. i   | 23. i  | 24. ii  | 25. i   |
| 26. ii | 27. i   | 28. ii | 29. iii | 30. iii |
| 31. i  | 32. i   | 33. i  | 34. ii  | 35. iv  |
| 36. ii | 37. iii | 38. i  | 39. i   | 40. ii  |
| 41. ii | 42. i   | 43. i  | 44. iii | 45. ii  |
| 46. iv | 47. i   | 48. iv | 49. ii  | 50. i   |

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 Center in 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 include 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 users 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 software tools 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.**

42 Which 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.

Answer Key:

- |     |      |      |
|-----|------|------|
| 1 C | 21 C | 41 D |
| 2 B | 22 C | 42 D |
| 3 C | 23 D | 43 D |
| 4 A | 24 A | 44 A |
| 5 B | 25 A | 45 A |
| 6 C | 26 A | 46 A |

7	D	27	D	47	D
8	D	28	A	48	C
9	D	29	D	49	A
10	C	30	B	50	A
11	D	31	D	51	C
12	A	32	D		
13	C	33	D		
14	C	34	C		
15	D	35	D		
16	A	36	A		
17	B	37	A		
18	D	38	A		
19	A	39	A		
20	B	40	A		

1.) Which 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 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 Business 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 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 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

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 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?

- A True
- B False

44.) Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

ALL THE BEST

## ANSWER KEY

1 B

2 A

3 D

4 B

11 B

12 B

13 A

14 C

21 D

22 B

23 A

24 D

5	B	15	A	25	D
6	D	16	C	26	A
7	C	17	B	27	D
8	A	18	B	28	A
9	D	19	D	29	D
10	B	20	A	30	C

31	C	41	B	51	A
32	D	42	C	52	A
33	D	43	A		
34	A	44	B		
35	B	45	C		
36	C	46	A		
37	C	47	A		
38	D	48	A		
39	A	49	D		
40	D	50	B		







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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_

- a. Unprocessed data
- b. Processed data
- c. Facts
- d. None of the above

10. What is the correct sequence?

- a. Information -> Knowledge -> Data
- b. Knowledge -> Data -> Information
- c. Data -> Information -> Knowledge
- d. None of the Above

11. Which OLAP feature can breakdown sales by city

- a. Roll up
- b. Drill down
- c. Dynamic calculation
- d. pivot

12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?

- a. Competitive Intelligence System
- b. External Intelligence System
- c. Artificial Intelligence

d. Data Warehouse

13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.

- a. Data Integration
- b. ETL
- c. Data Staging
- d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

a. Continual

b. Interval-based

c. Once a Year

d. None of the above

20. 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 false

"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

Answers:

- 1. b
- 2. a
- 3. c
- 4. d
- 5. a
- 6. c
- 7. a
- 8. b
- 9. b
- 10. c
- 11. b
- 12. d
- 13. b
- 14. b
- 15. d
- 16. d

17. a

18. b

19. a

20. d

21. a

22. b

23. d

24. c

25. c

26. d

27. a

28. d

29. d

30. d

31. d

32. a

33. c

34. a

35. d

36. d

37. a

38. d

39. b

40. c

41. a

42. b

43. a

44. c

45. a

46. a

47. b

48. c

49. d

50. d

Unit	Department: Computer Engineering	Name of subject: Business Intelligence	Unit Number: 01 (Basics of Data Mining)	Name of faculty: Prof. Sulba Gadling		
Sr. No.	Question	Option A	Option B	Option C	Option D	Ans
1	1 Which of the following applied on warehouse?	Write only	Read only	Both (a) and (b)	None of these	A
	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.	B
	4 Expansion for DSS in DW is	Decision Support system.	Decision Single System.	Data Storable System.	Data Support System.	A
	5 Data can be store , retrive and updated in ...	SMTOP	OLTP	FTP	OLAP	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	Relational data.	Operational data.	Metadata.	Informational data	C
	8 _____ predicts future trends & behaviors, allowing business managers to make proactive,knowledge-driven decisions	Data warehouse.	Data mining.	Datamarts.	Metadata.	B
	9 _____ is the heart of the warehouse.	Data mining database servers.	Data warehouse database servers.	Data mart database servers.	Relational data base servers	B
	10 _____ is the specialized data warehouse database	Oracle.	DBZ.	Informix.	Redbrick	D
	11 _____ defines the structure of the data held in operational databases and used by operational applications	User-level metadata.	Data warehouse metadata.	Operational metadata.	Data mining metadata	C
	12 _____ is held in the catalog of the warehouse database system.	Application level metadata.	Algorithmic level metadata.	Departmental level metadata.	Core warehouse metadata.	B
	13 _____ maps the core warehouse metadata to business concepts, familiar and useful to endusers.	Application level metadata.	User level metadata.	Enduser level metadata.	Core level metadata.	A
	14 _____ consists of formal definitions, such as a COBOL layout or a database schema.	Classical metadata.	Transformation metadata.	Historical metadata.	Structural metadata.	A
	15 _____ consists of information in the enterprise that is not in classical form.	Mushy metadata.	Differential metadata	Data warehouse.	Data mining.	A
	16 _____ databases are owned by particular departments or business groups.	Informational.	Operational.	Both informational and operational.	Flat.	B
	17 The star schema is composed of _____ fact table.	One	Two	Three	Four	A
	18 The time horizon in operational environment is	30-60 days	60-90 days	90-120 days	120-150 days	B
	19 The key used in operational environment may not have an element of _____	Time	Cost	Frequency	Quality	A
	20 Data can be updated in _____ environment.	Data warehouse	Data mining	Operational	Informational	C
	21 Record cannot be updated in _____	OLTP	Files	RDBMS	Data Warehouse	D
	22 Which of the following is not a data mining functionality?	Characterization and Discrimination	Classification and regression	Selection and interpretation	Clustering and Analysis	C
	23 _____ is a summarization of the general characteristics or features of a target class of data.	Data Characterization	Data Classification	Data discrimination	Data selection	A
	24 _____ is a comparison of the general features of the target class data objects against the general features of objects from one or multiple contrasting classes.	Data Characterization	Data Classification	Data discrimination	Data selection	C
	25 Strategic value of data mining is .....	cost-sensitive	work-sensitive	time-sensitive	technical-sensitive	C
	26 ..... is the process of finding a model that describes and distinguishes data classes or concepts.	Data Characterization	Data Classification	Data discrimination	Data selection	B
	The various aspects of data mining methodologies is/are..... i) Mining various and new kinds of knowledge ii) Mining knowledge in multidimensional space iii) Pattern evaluation and pattern or constraint-guided mining. iv) Handling uncertainty, noise, or incompleteness of data	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	B
	29 The output of KDD is .....	Data	Information	Query	Useful information	D
	30 Data mining can also applied to other forms such as ..... 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
2	1 The problem of finding hidden structure is unlabeled in	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	B
	2 Task of inferring a model from labeled training data is	Supervised Learning	Unsupervised Learning	Reinforcement Learning	None of the above	A
	3 Self-organizing maps are an example of	Supervised Learning	Unsupervised Learning	Reinforcement Learning	Missing data imputation	B
	4 Discriminating between spam and ham e-mails is task of classification	True	False			A
	5 In example of predicting number of babies based on Stork's population size, number of babies is	Outcome	Feature	Attribute	Observation	A
	6 It may be better to avoid the metrix of ROC curve as it can suffer from accuracy paradox.	True	False			B
	7 Which of the following is not involved in data mining?	Knowledge extraction	Data archeology	Data transformation	Data exploration	C
	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	C
	9 A definiton of a concept is if it recognizes all the instances 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	B
	11 The out put of KDD is .....	Data	Information	Query	Useful information	D
	12 A definiton of a concept is if it classifies any example coming under a concept	Complete	Consistent	Constant	None of the above	B
	13 Data mining is	The actual discovery phase of Knowledge discovery process	The stage of selecting the data for KDD process	A subject oriented integrated 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	Programs are not dependent on the physical attributes of data	Programs are not dependent on the logical attributes of data	Both (b) and ( c)	D
	15 E-R model uses this symbol to represent it's weak entity set.	Dotted Rectangle	Diamond	Doubly outlined rectangle	None of the above	C
	16 SET concept is used in	Network Model	Hierarchical Model	Relational Model	None of the above	D
	17 Relational algebra is	Data Definition Language	Meta Language	Procedural Query Language	None of the above	C
	18 Key to represent relationships between tables is called	Primary Key	Secondary Key	Foreign Key	None of the above	C
	19 _____ produces the relation that has attributes of R1 and R2	Cartesian Product	Difference	Intersection	Product	A
	20 Which of the following are the properties of entities?	Group	Table	Attributes	Switchboards	C
	21 In a relation	Ordering of rows is immaterial	No two rows are identical	Both (a) and (b)	None of the above	C
	22 Cluster is	Group of similar objects that differ significantly with other objects	Operations on a DB to 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	B
	24 Classification accuracy is	A subdivision of set of examples 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	B
	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 examples 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

	27	Which of the following issue is considered before investing in Data Mining?	Functionality	Vendor Consideration	Compatibility	All of the above	D	
3	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	A	
	2	What should be a major characteristic of a DSS?	Automates decision making.	Includes a spreadsheet model.	Responds quickly to the changing needs of decision makers.	NA	C	
	3	In which of Steven Alter's categories of DSS would you place data warehouses?	Analysis Information systems.	Accounting and financial models	Data analysis systems.	Suggestion models.	C	
	4	What would one conclude after visiting DSS-related sites on the World-Wide Web?	There is limited support for DSS researchers and practitioners on the World-Wide Web.	The Web is where the DSS research and development action is occurring.	The quality and value of DSS-related Web sites is outstanding.	NA	B	
	5	What is a data warehouse?	A database application that searches for hidden patterns in a data base.	A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.	An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make decisions.	NA	B	
	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	Data-Driven DSS	Document-Driven DSS	Knowledge-Driven DSS	B	
	7	What is the most important component of a Decision Support System?	Architecture and network design.	Database	Mathematical models and analytical tools	User interface.	D	
	8	Information has three dimensions. There are	Time, content, and form	Time, content, and form	Cost, content, and form	Time, content, and Value	B	
	9	According to your textbook, the Decision support systems use all of the following EXCEPT:	Analytical models,	Specialized databases	Online Transaction processing	A decision maker's own insights and judgments	C	
	10	..... represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.	Data Entry Systems	Data Analysis systems	Database Management	Data visualization systems	D	
	11	Decision support system involves all of the following types of analytical modeling activities except?	what-if analysis	Heuristics	Goal-seeking analysis	optimization analysis	B	
	12	Decision at the operational level tend to be more:	Programmed decision	Tactical decision	Unstructured decision	Semi-structured decision	A	
	13	The part of a DSS that gives the DSS its analytical capabilities	System software	Spread sheet	Query language	Decision models.	D	
	14	..... support the decision-making needs of strategic management, tactical management and operating management.	Management support systems	Operation support systems	Knowledge management system.	all the above	A	
	15	Most DSS analyses are performed numerically with models.	mathematical	mental	iconic	analog	D	
	16	A user, systems software, a database, and a set of decision models form an( )	MIS	DSS	ESS	TPS	B	
	17	..... is a measure of the use of inputs to achieve outputs doing the thing right.	effectiveness	efficiency	increased productivity	All of the above	B	
	18	..... continues to make inroads in improving DSS.	Artificial intelligence	ERP	CRM	SCM	A	
	19	The user interface sub-system is managed by software called the	MBMS	DBMS	DSS	UIMS	B	
	20	..... may also apply when simplifying assumptions are used in modeling a specific problem.	Sub-optimization	optimization	optimizer	none of the above	B	
	21	..... is probably the most common descriptive modeling method.	Simulation	Scenario	Problem classification	Problem solving	A	
	22	..... analysis is used to determine the robustness of any 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	A	
	23	..... models are used to support top managers strategic planning responsibilities.	Strategic	Tactical	Operational	Analytical	A	
	24	..... models are used to support the day-to-day working activities of the organization.	Operational	Strategic	Tactical	Analytical	B	
	25	..... are analogous to data marts	Model marts	Model database	Model repository	Model warehouses	A	
	26	There are ..... types of DSS agent.	four	three	five	two	C	
	27	What type of problem occurs when the problem solver understands no element or relationships between elements?	Structured problem	Unstructured problem	Semi-Structured problem	All of the above	B	
	28	The most popular type of model is :	Physical model	narrative model	Mathematical Model	graphical model	B	
	29	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?	Problem solving	Problem	Decision making	Decision	D	
	30	According to Simon, which problem-solving activity is defined as assessing past choices?	Intelligence	Choice	Review	Evaluation	C	
4	1	Mean, Median and Mode are :	Measures of deviation	Ways of sampling	Measures of control tendency	None of the above	D	
	2	Research is	Searching again and again	Finding solution to any problem	Working in a scientific way to search for truth of any problem	None of the above	C	
	3	Which of the following is the first step in starting the research process?	Searching sources of information to locate problem.	Survey of related literature	Identification of problem	Searching for solutions to the problem	C	
	4	A common test in research demands much priority on	Reliability	Usability	Objectivity	All of the above	D	
	5	Action research means	A longitudinal research	An applied research	A research initiated to solve an immediate problem	A research with socioeconomic objective	C	
	6	A reasoning where we start with certain particular statements and conclude with a universal statement is called	Deductive Reasoning	Inductive Reasoning	Abnormal Reasoning	Transcendental Reasoning	B	
	7	Which of the following variables cannot be expressed in quantitative terms?	Socio-economic Status	Marital Status	Numerical Aptitude	Professional Attitude	C	
	8	The essential qualities of a researcher are	Spirit of free enquiry	Reliance on observation and evidence	Systematization or theorizing of knowledge	All the above	D	
	9	In the process of conducting research 'Formulation of Hypothesis' is followed by	Statement of Objectives	Analysis of Data	Selection of Research Tools	Collection of Data	C	
	10	A research paper is a brief report of research work based on	Primary Data only	Secondary Data only	Both Primary and Secondary Data	None of the above	C	
	11	One of the following is not an open source software:	DSpace	Windows	Green-stone	Linux	B	
	12	Classification of all types of libraries has been made by IFLA	UNISIST	UNESCO	INSDOC	C		
	13	Reading centre's, story hours, exhibitions and reading to literature are forms of ...	Extension service	Service of a public library	Both	none of the above	C	
	14	Informal self education is possible in what kind of library?	National Library	Public Library	Specific Library	College Library	B	
	15	..... Is a process of information	Books	Computers	CD-ROM	None of the above	C	
	16	Feedback mechanism is a part of which service?	Reprography	CAS	Translation service	SDI	D	
	17	What is the collection of terms or records in MARC called?	System	Network	Website	Database	D	
	18	What is Bibliometry?	Function of Library Network	Information Management Service	Information Management Tool	Library Service	C	
	19	Microchip was invented by.....	Microsoft	IBM	DELL	Intel	D	
	20	Information is.....	Raw Data	Processed Data	Input data	Organized data	D	
	21	Conference proceedings are considered as.....documents.	Conventional	Primary	Secondary	Tertiary	B	
	22	RSS feed is a tool of:	Graphic design	Web 1.0	Web 2.0	Architecture	C	
	23	An appropriate source to find out descriptive information is.....	Bibliography	Directory	Encyclopedia	Dictionary	C	
	24	One of the following search engine is exclusively meant for scientific information :	Google	Yahoo	SCIRUS	Altavista	C	
	25	Technological Gatekeeper is :	A formal method of giving current awareness service	A method of technology assessment and evaluation	A process of transfer of technology	An informal mechanism of keeping user informed of relevant development	D	
	26	The Farmington plan is associated with :	UNESCO assisted Model Public Library in India is located at :	Library Legislation	Library Cataloguing	Library Cooperation	Library Indexing Service	C
	27		Kolkata	Delhi	Mumbai	Chennai	B	

28	Mark the 'odd one out' :	Cow-Calf principle	Principle of osmosis	Wall picture principle	Whole organ principle
29	Shelf list facilitates.....	Classification	Weeding out	Stock verification	Documentation
30	Questionnaire is a :	Research method	Measurement technique	Tool for data collection	Data analysis technique
4					
31	A periodical evaluation of an employee is done through.....	Job rotation	Performance appraisal	Refresher course	Work guide
32	"Controlled Group" is a term used in.....	Survey research	Historical research	Experimental research	Descriptive research
33	Inductive logic proceeds from :	General to General	Particular to General	General to Particular	Particular to Particular
34	The oldest and the largest Library Association in the world is.....	ALA	LA	IFLA	IASLIC
35	Protocol means.....	Interchange of data between two devices	Interchange of data between two computers	Linkage between two computers	Linkage between two devices
36	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
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
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.
39	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
40	The "I" in RFM analysis stands for	fast food	freshness	frequently	fantasy
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
42	Which of the following is not a component of a data warehouse?	Data extraction/cleaning/preparation programs	Data warehouse data	Data metadata	None of the above are data warehouse components.
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
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
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
46	In OLAP, we are interested in	levels only	dimensions only	measures only	measures and dimensions
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
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.	Has ordered recently, orders infrequently, but doesn't place a large order when she orders.	Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.
49	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
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

## **UNIT I: Basics of Data Mining**

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 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
  - b. OLAP
  - c. Dashboard
  - d. Warehouse
  
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
8. All business intelligence applications require a data warehouse.
- a. True
  - b. False
9. Information is \_\_\_\_\_
- a. Unprocessed data
  - b. Processed data
  - c. Facts
  - d. None of the above
10. What is the correct sequence?
- a. Information -> Knowledge -> Data
  - b. Knowledge -> Data -> Information
  - c. Data -> Information -> Knowledge
  - d. None of the Above
11. Which OLAP feature can breakdown sales by city
- a. Roll up
  - b. Drill down
  - c. Dynamic calculation
  - d. pivot
12. Which of the following is a logical collection of data gathered from many databases and used to create business intelligence?
- a. Competitive Intelligence System
  - b. External Intelligence System
  - c. Artificial Intelligence
  - d. Data Warehouse
13. \_\_\_ is a system where operations like data extraction, transformation and loading operations are executed.
- a. Data Integration
  - b. ETL
  - c. Data Staging
  - d. None of the above

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

- a. Data storeroom
- b. 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
- d. 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?

- a. Continual
- b. Interval-based
- c. Once a Year
- d. None of the above

20. 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 false

“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

## UNIT II: Knowledge Delivery

- 1.) Which 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 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 Business 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 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 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
- 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 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?

- A True
- B False

44.) Which company has the following GIS application: Manages leased property in a lot of 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 All

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 with 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

## UNIT III: Decision Making Concepts

- 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 Center in 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 include 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 software tools 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 phases of 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 they 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.**

42 Which 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 data analytics life cycle contain?

- i. 4
- ii. 3
- iii. 6
- iv. 5

Q2. In which phase of the data analytics life cycle, we define the business problem as an analytics challenge?

- i. Model Planning
- ii. Data Discovery
- iii. Operationalization
- iv. Data Preparation

Q3. \_\_\_\_\_ describes any type of processing performed on raw data to prepare it for another processing 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 resolves inconsistencies.

- i. Data Cleaning
- ii. Data Transformation
- iii. Data Integration
- iv. Data reduction

Q5. Integration of multiple databases, 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 Data transformation:

- i. Normalization
- ii. Aggregation
- iii. Both i and ii
- iv. None of these

Q7. Which of the following is not a form of Data Preprocessing:

- i. Data Cleaning
- ii. Data Integration
- iii. Data Validation
- iv. Data Reduction

Q8. State true or false:

Data discretization is a part of data reduction but with particular importance, especially for numerical data.

- i. True
- ii. False

Q9. Whose applications use visual tools such as geographical maps, pivot-tables, 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 [data validation](#) 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 [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 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

Q18. \_\_\_\_\_ 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:

- i. Data mapping
- ii. Cell mapping
- iii. Code generation
- iv. None of these

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
- iii. Data mapping
- iv. None of these

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".

- i. Top-Down
- ii. Bottom-Up
- iii. Left-Right
- iv. Right-Left

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”

- i. Top-Down
- ii. Bottom-Up
- 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 \_\_\_\_\_.

- i. Mean
- ii. Median
- iii. Both i or ii
- iv. Mode

Q30. Which of the following is not a binning method:

- i. Equal width partitioning
- ii. Equal depth partitioning
- iii. Equal height partitioning
- iv. None of these

Q31. Concept hierarchies facilitate \_\_\_\_\_ in data warehouses to view data in multiple granularity:

- 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 making \_\_\_\_\_ decisions.

- i. Logically sound
- ii. Efficient
- iii. Accurate
- iv. Complex

Q34. Rational decision making is a \_\_\_\_\_ process for making logically sound decisions that aims to follow the orderly path from problem identification 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.

- i. True
- ii. False

Q40. During this stage the team delivers final reports, briefings, code, and technical documents. In addition, the team may run a pilot project to implement 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 definitions of each variable, decreasing the quality of the results, and improving the robustness of the design.

- i. True
- ii. 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-granularity data to a coarser granularity (by means of aggregation) is called a \_\_\_\_\_

- i. 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 from the rest of the objects, as if it were generated by a different mechanism.

- i. Noisy data
- ii. Outlier
- iii. Noise
- iv. None of these

Q46. What are the real world applications of OLAP:

- i. Budgeting
- ii. Sales Forecasting
- iii. Simulating business behavior
- iv. All of these

Q47. Which outlier detection method assumes that an object is an outlier if the proximity of the object to its nearest neighbors significantly deviates from the proximity of most of the other objects to their neighbors in the same data set.

- 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 in a specific context (but 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 anomalous with respect to the entire data set, it is termed as a:

- i. Global Outlier
- ii. Collective Outlier
- iii. Point Outlier
- iv. Contextual Outlier

Q50. \_\_\_\_\_ based outlier detection methods assume that the normal data objects belong to large and dense clusters, whereas outliers belong to small or sparse clusters, or do not belong to any clusters.

- i. Cluster
- ii. Proximity
- iii. Point
- iv. None of these

# SSP\_BAI\_PRACTICE TEST 20-21

...

 Enable Immersive Reader

Points: 0/18

X

1. Six Sigma strategies seek to improve the quality of the output of a process by  
**(0/1 Point)**

- identifying the causes of defects
- removing the causes of defects
- minimizing variability in manufacturing
- all of the above ✓

2. The aim of Six Sigma initiative is to  
**(-/1 Point)**

- a. reduce cost
- b. improve quality
- c. both (A) and (B)
- d. none of the above

X

3. 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.

(0/1 Point)

- a. clickstream analysis
- b. database marketing
- c. customer relationship management
- d. CRM analytics
- e. B2C ✓

✗

4. 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.

(0/1 Point)

- a. database marketing
- b. marketing encyclopedia ✓
- c. application integration
- d. service oriented integration
- e. business technology management

✗

5. Which of the following is process improvement model?

(0/1 Point)

- a.CMMI ✓
- b.Aglie
- c.Prototyping
- d.V Model

## 6. Write Your name \*

manav chordia

## 7. Write Your Roll no \*

43232

✗

## 8. What is the full form of OLAP?

(0/1 Point)

- Online Application Programming
- Online Application Processing
- Online Analytical programming
- Online Analytical Processing ✓

✗

## 9. \_\_\_\_\_ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page

(0/1 Point)

- Balanced Scorecard ✓
- Data Cube
- Dashboard
- D. All of the mentioned

✗

10. Hadoop is a framework that works with a variety of related tools. Common cohorts include \_\_\_\_\_  
**(0/1 Point)**

- A. MapReduce, Hive and HBase ✓
- B. MapReduce, MySQL and Google Apps
- C. MapReduce, Hummer and Iguana
- D. MapReduce, Heron and Trumpet

✗

11. Balanced score measures with benchmark for performance in  
**(0/1 Point)**

- 1) Financial areas
- 2) Nonfinancial areas ✓
- 3) Development areas
- 4) Structural areas

✗

12. Balanced score can act as powerful  
**(0/1 Point)**

- 1) Development framework
- 2) Operations framework
- 3) Service framework
- 4) Organizing framework ✓

✗

13. Which of the following areas are affected by BI?  
**(0/1 Point)**

1) Revenue

2) CRM ✓

3) Sales

4) All of the mentioned

✗

14. Customer Relationship Management is about  
(0/1 Point)

Acquiring the right customer

Instituting the best processes

Motivating employees

All of the above ✓

✗

15. Which is level of BI maturity?  
(0/1 Point)

1) Unaware

2) Opportunistic

3) Standard

4) All of the mentioned. ✓

✗

16. Which one of the following is not one of the Balanced Scorecard's four generic perspectives?  
(0/1 Point)

a) marketing and advertising ✓

b) innovation and learning

- c) financial
- d) internal business processes

✗

17. The performance appraisals are basically used by organizations to  
(0/1 Point)

- a) defining needed capabilities
- b) administered wages and salaries ✓
- c) recruiting employees
- d) fulfilling staffing needs

✗

18. Which department or group accounted for the maximum percentage of fraud incidents?  
(0/1 Point)

- a) Sales ✓
- b) Accounting
- c) Human resources
- d) Top management

✗

19. \_\_\_\_\_ has the world's largest Hadoop cluster.  
(0/1 Point)

- Apple
- Datamatics
- Facebook ✓
- None of the mentioned

20. What are the different features of Big Data Analytics?  
(0/1 Point)

- Open-Source
- Scalability
- Data Recovery
- All the above ✓

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