**Department of Information Technology**

**Class: T. Y. B. Sc. (IT)**

**Semester: VI**

**Subject: Business Intelligence**

**Sample Questions**

**Multiple Choice Questions**

1. \_\_\_\_\_\_\_\_is the outcome of extraction and processing activities carried out on data.

1. Knowledge
2. Information
3. Data
4. Raw

2.Information is transformed into \_\_\_\_\_\_\_ when it is used to makedecisions and develop the corresponding actions.

1. Knowledge
2. Information
3. Data
4. Raw

3.Which of the following is not a component of business intelligence analysis cycle?

1. Analysis
2. Insight
3. Decision
4. Design

4.Following are not the phases of Development of a business intelligence system.

1. Analysis and Design
2. Planning
3. Implementation and Control
4. Insight

5.Optimization is:

1. decision-making processes where a set of limited resources must be allocated in the most effective way to different entities.
2. Determine the best solution.
3. Successful marketing approaches to achieve the optimum outcome.
4. Getting the greatest return for the least expenditure of time, effort, manpower.

6.Mathematical models are developed by

1. doing mathematical calculation
2. exploring the relationships with data.
3. developing mathematical logic
4. exploiting the relationships among system control variables ,parameters and

evaluation metrics

7.A system is said to be \_\_\_\_\_\_ if its boundaries can be crossed in both directions by flows of materials and information.

1. Closed
2. Open
3. Input
4. Output

8.Information is transformed into\_\_\_\_\_\_\_\_\_when it is used to make decisions and develop the corresponding actions.

1. Data
2. Knowledge
3. Outcome
4. Experience

9.Decisions can be classified in terms of two main dimensions, according to their\_\_\_\_\_and scope.

1. Nature
2. Time
3. Type
4. Need

10.Systems that are able to modify their own output flows based on feedback arecalled \_\_\_\_\_.

1. Feedback
2. Effective
3. Closed cycle systems
4. Open cycle systems

11.The \_\_\_\_\_ represent the possible actions aimed at solving the given problem and

helping to achieve the planned objective.

1. alternatives
2. effective
3. efficient
4. outline

12.A decision support system has been defined as an interactive computer system helping decision makers to combine data and\_\_\_\_\_\_\_to solve Semi-structured and unstructured problems.

1. Information
2. Model
3. Knowledge
4. Experience

13.A DSS must be\_\_\_\_\_\_and adaptable

1. Flexible
2. Adjustable
3. Changeable
4. Knowledgeable

14.In the \_\_\_\_\_\_\_ phase the task of the decision maker is to identify, circumscribe and explicitly define the problem that emerges in the systemunder study

1. Design
2. Insight
3. Decision
4. intelligence

15.A decision is \_\_\_\_\_ if it is based on a well-defined andrecurring decision-making procedure.

1. Unstructured
2. Structured
3. Semi-structured
4. Operational

16.A decision is said to be unstructured if the three phases of intelligence, design and choice are also \_\_\_\_\_\_\_.

1. Unstructured
2. Structured
3. Semi-structured
4. Operational

17.Decision support systems combine \_\_\_\_\_ and mathematical models to help decision makers in their work.

1. Information
2. Technology
3. Data
4. Sample

18.A DSS \_\_\_\_\_\_\_ and adaptable in order to incorporate the changes required to reflect modifications in the environment or in the decision-making process.

1. Available
2. Scalable
3. Flexible
4. Adjustable

19.During \_\_\_\_\_make or buy choice whether to subcontract the implementation of the DSS to third parties, in whole or in part.

1. Design phase
2. Implementation phase
3. Analysis phase
4. Planning phase

20.A decision is \_\_\_\_\_\_\_\_\_when some phases are structured and others are not.

1. Unstructured
2. Structured
3. Semi-structured
4. Operational

 21.Scientific and technological development has turned to mathematical models of various types for the abstract representation of\_\_\_\_\_\_\_\_.

1. Optimization
2. Real system
3. Clustering
4. Deep learning

22.The conceptual paradigm outlined determines a wide and popular class of mathematical models for decision making, represented by\_\_\_\_\_\_\_

1. Project management model
2. learning model
3. Predictive model
4. optimization model

23.The purpose of a data mining process is some-times to provide a simple and concise representation of the information stored in a\_\_\_\_\_.

1. small dataset
2. large dataset
3. numeric dataset
4. stored

24.The purpose of \_\_\_\_\_\_ is to functionally identify a possible relationship between a dependent variable and a set of independent attributes.

1. learning model
2. Predictive model
3. optimization model
4. explanatory model

25.The term\_\_\_\_\_\_theory is reserved for the variety of mathematical models and methods that can be found at the core of each data mining analysis and that are used to generate new knowledge.

1. mathematical learning
2. machine learning
3. deep learning
4. static learning

26.Training of the models is carried out using a sample of records extracted from the\_\_\_\_\_.

1. Duplicate dataset
2. Original dataset
3. Training dataset
4. Result

27.Data may contain erroneous or anomalous values, which are usually referred to as\_\_\_\_\_\_.

1. Noise
2. Outliers
3. Inconsistencies
4. Reduction

28.\_\_\_\_\_\_\_methods select the relevant attributes before moving on to the subsequent learning phase, and are therefore independent of the specific algorithm being used.

1. Filter
2. Embedded
3. Wrapper
4. Scaling

29.\_\_\_\_\_\_\_ analyses are carried out in specific application domains and are intended to provide decision makers with useful knowledge.

1. Data mining
2. Data analysis
3. Database
4. Data Control

30.The data mining process, a preliminary analysis of the data is carried out with the purpose of getting acquainted with the available information and carrying out\_\_\_\_\_

1. data analysis
2. data gathering
3. information
4. data cleansing

31.The first constitutes the \_\_\_\_\_and is used to identify a specific learning model within the selected class of models.

1. data set
2. training set
3. system set
4. data model

32.The sequence of values of the target variable is said to represent a\_\_\_\_\_\_.

1. association ruling
2. clustering
3. time series
4. regression

33.Association rules also known as\_\_\_\_\_\_\_

1. clustering
2. time series
3. regression
4. affinity groupings

34.\_\_\_\_\_\_\_\_\_refers to a homogeneous subgroup existing withina population.

1. Regression
2. Cluster
3. Association
4. Machine learning

35.\_\_\_\_\_\_\_possible to discard all records for which the values of one or more attributes are missing.

1. Inspection
2. Identification
3. Elimination
4. Classification

36.The term \_\_\_\_\_\_refers to a random perturbation within the values of a numerical attribute, usually resulting in noticeable anomalies.

1. Noice
2. Dispersion
3. Inspection
4. Identification

37.learning models benefit from a preventive standardization of the data,also called\_\_\_\_\_\_

1. decimal scaling
2. min-max
3. normalization
4. z-index

38.\_\_\_\_\_\_ based standardization uses the transformation.

1. decimal scaling
2. min-max
3. normalization
4. z-index

39.The backward search scheme, also referred to as\_\_\_\_\_\_\_

1. Top-down search
2. Bottom up search
3. Forward
4. Trade off

40.\_\_\_\_\_\_ is the most widely known technique of attribute reduction by means of projection.

1. Data analysis
2. Principal component analysis
3. System analysis
4. Product analysis

41.k-means clustering is also referred to as

1. Non-hierarchical clustering
2. Optimizing partitioning
3. Divisive clustering
4. Agglomerative clustering

42.The \_\_\_\_\_\_\_ phase represents the actual use of the classification model to assign the target class to new observations that will be recorded in the future.

1. generator
2. training
3. test
4. prediction

43.\_\_\_\_\_\_\_ methods make use of classification procedures based on simple and intuitive algorithms.

1. Heuristic
2. generator
3. training
4. test

44.In \_\_\_\_\_\_\_ a hypothesis is formulated regarding the functional form of the conditional probabilities Px|y (x|y) of the observations given the target class, known as class-conditional probabilities.

1. regression models
2. probabilistic models
3. heuristic models
4. separation models

45.Which is not a evaluation of classification models.

1. Accuracy
2. Speed
3. Robustness
4. Separation

46.Which of the following is finally produced by Hierarchical Clustering?

final estimate of cluster centroids

1. tree showing how close things are to each other
2. assignment of each point to clusters
3. structure

47.The repeated random sampling method involves replicating the \_\_\_\_\_\_\_ method a number r of times.

1. Holdout
2. Repeated sampling
3. Cross validation
4. Confusion matrix

48.The method of \_\_\_\_\_\_\_ offers an alternative to repeated random sampling techniques and guarantees that each observation of the dataset D appears the same number of times in the training sets and exactly once in the test sets.

1. cross-validation
2. cross selling
3. up selling
4. data-validation

49.p is the number of correct predictions for the negative examples, called\_\_\_\_

1. false negatives
2. false positives
3. true positives
4. true negatives

50.u is the number of incorrect predictions for the positive examples, called\_\_\_\_\_

1. false negatives
2. false positives
3. true positives
4. true negatives

51. q is the number of incorrect predictions for the negative examples, called\_\_\_\_\_\_

1. false negatives
2. true positives
3. false positives
4. true negatives

52.v is the number of correct predictions for the positiveexamples, called\_\_\_\_\_\_\_

1. false negatives
2. true positives
3. false positives
4. true negatives

53.Which of the following curve analysis is conducted on each predictor for classification?

1. NOC
2. ROC
3. COC
4. NOH

54.ROC stands for\_\_\_\_\_\_\_\_\_

1. Receiver operating characteristic
2. Received operating charges
3. Reminder operation character
4. Reminder operating characteristics

55.the \_\_\_\_\_ of the tree are divided into disjoint subsets that are tentatively placed in two or more descendant nodes.

1. leaf node
2. system node
3. data node
4. root node

56.A\_\_\_\_\_\_tree is said to be binary if each node has at most two branches.

1. Multi split classification
2. Binary
3. Univariate
4. Multivariate

57.A tree is said to be \_\_\_\_\_\_ if each node has an arbitrary number of branches.

1. Multi split
2. Binary
3. Univariate
4. Multivariate

58.The algorithm that uses the mode of each attribute, calculated for the observations belonging to each cluster, in place of its mean, is called the\_\_\_\_ method.

1. K-means
2. K-mean
3. K-modes
4. K-mode

59.\_\_\_\_\_\_ methods are bottom-up techniques in which each single observation initially represents a distinct cluster.

1. K-modes
2. Agglomerative
3. K-means
4. Heuristic

60.The K-medoids algorithm, also known as partitioning around medoids, is avariant of the \_\_\_\_\_\_ method.

1. K-modes
2. Agglomerative
3. K-means
4. Heuristic

61.The goal of an organization should be to

1. Maintaining existing customers only
2. Get more customers and also get more return customers
3. Get more potential customers
4. Just selling the product

62.Which of the following are the customers of high value?

1. B2B
2. B2C
3. B2C2B
4. B2B2C

63.The companies well acquainted with fast delivery at\_\_\_\_must involve in the direction of increased customization, by introducing more options and variants of products and services offered.

1. High-cost
2. Low-cost
3. Zero-cost
4. Min-cost

64.\_\_\_\_\_\_\_analyses for relational marketing purposes are a powerful tool for identifying the segments to be targeted with customized products.

1. Data
2. Data-mining
3. Sales
4. Market

65.Which of the following are decision-making processes?

1. ETL Process
2. Staging Process
3. Data Mining
4. Marketing Campaigns

66.Which of the following are the indirect methods that are used to acquire customers data?

1. Telephonic Conversations
2. Display Advertisement Boards
3. Sending email to customers
4. Talk with Sales Agents

67.Which of the following is not a decision-making option for a relational marketing strategy?

1. Prices
2. Distribution Channels
3. Product
4. Sales Processes

68.The term \_\_\_\_refers to the attempt to sell an additional product or service to an active customer, already involved in a long-lasting commercial relationship with the enterprise.

1. Up selling
2. Cross-selling
3. Down selling
4. Parallel selling

69.Which of the following is not a stage in “Lifetime of a Customer”

1. Acquisition
2. Cross/Up Selling
3. Retention
4. Bargaining

70.Which of the following is not an optimization model?

1. Extra Capacity
2. Maximum Fixed Cost
3. Backlogging
4. Multiple

71.CCR Model stands for:

1. Charnes-Cooper-Rhodes
2. Charley-Common-Rules
3. Challenging-Common-Rules
4. Cooper-Common-Rules

72.The\_\_\_\_expresses relationship between the Inputs utilized and Outputs Produced:

1. Efficiency Function
2. Effective Frontier
3. Efficient Frontier
4. Effective

73.The Relationship Marketing is all about

1. Creating database value
2. Travelling programs
3. Maintaining relationship with customer
4. Loyalty based on behaviour

74.Which of the following is not an actor of an enterprise relationship system?

1. Employees
2. Customers
3. Suppliers
4. Competitor

75.The implementation of\_\_\_\_actions gives rise to low revenue per unit transactions.

1. Low-cost
2. High-cost
3. Min-cost
4. Max-cost

76.Which of the following databases is not used to store the data into the data mart for relational marketing analysis?

1. Salesforce database
2. Data Warehouse
3. OLTP database
4. Marketing

77.Which of the following is False for Supply Chain

1. It is network of connected and interdependent organizational units
2. Strong Coordination is required
3. It improves flow of materials if it is effective
4. Suppliers are given priority

78.Which of the following statements is true?

1. A relationship marketing is a collection of software applications.
2. A relationship marketing is a coherent project where the various company departments are called upon to cooperate and integrate the managerial culture and human resources
3. A relationship marketing is a coherent project where the various company departments are called upon to work using CRM tools
4. A relational marketing creates a true data culture in an organization.

79.The purpose of \_\_\_\_\_\_\_ is to gain insight from the purchases made by customers in order to extract useful knowledge to plan marketing actions.

1. Cross selling
2. Up selling
3. Market basket analysis
4. Retention

80.\_\_\_\_\_\_ involves the analysis of the content of web pages to extract useful information.

1. content mining
2. structure mining
3. usage mining
4. data mining

81.Levels in ES technology

1. Shells
2. Design
3. Both
4. None

82.Knowledge Management Activity aims at

1. Total turing test
2. The rational agent approach
3. To build knowledge infrastructure
4. Thinking humanly

83.The challenges faced by Knowledge Management System are

1. Psychology
2. Communication and Collaboration
3. Control theory and cybernetics
4. Computer Engineering

84.Represent how you increase the ability of individuals within the organisations to influence others with the knowledge.

1. People
2. Processes
3. Technology
4. Culture

85. It addresses how you choose, configure and utilize tools and automation to enable knowledge management.

1. People
2. Processes
3. Technology
4. Culture

86. It directs how you transform organizational structures to facilitate and encourage cross discipline awareness and expertise.

1. Binding
2. Context
3. Structure
4. Association

87. Characteristics of expert systems

1. High Performance
2. Demonstrating
3. Advising
4. Diagnosing

88. Capabilities of expert systems.

1. Reliable
2. Demonstrating
3. High Responsive
4. Understandable

89. In-capabilities of expert systems.

1. Advising
2. Diagnosing
3. Interpreting input
4. Refining their own knowledge

90. Strategy followed for finding cause or reasons.

1. Backward Chaining
2. Forward Chaining
3. Facts
4. Decisions

91. Strategy followed for working on conclusion, results or effects.

1. Backward Chaining
2. Forward Chaining
3. Facts
4. Decisions

92.Where the Knowledge Management Activity aims at

1. Total turing test
2. The rational agent approach
3. To build knowledge infrastructure
4. Thinking humanly

93.Which of the following is not a benefits of Expert Systems?

1. Availability
2. Speed
3. Time
4. Less Error Rate

94.A \_\_\_\_is nothing but an expert system without knowledge base.

1. Tools
2. Expert System
3. shell
4. knowledge

95.What kind of signal is used in speech recognition?

1. Electromagnetic signal
2. Electric signal
3. Acoustic signal
4. Radar

96. which one of the following is not a type of Knowledge

1. Declarative Knowledge
2. Procedural Knowledge
3. Tactic Knowledge
4. Collective Knowledge

97.KDD Stands for :

1. Knowledge Discovery Data
2. Knowledge Discovery in Database
3. Knowledge Database Discovery
4. Knowledge Data Discovery

98. In which of the following steps of expert system development, the knowledge should be represented in IF-THEN-ELSE rules form?

1. System Design
2. Expert System Development and Completion
3. Prototype Development
4. Problem Domain Identification

99.JESS is an abbreviation for

1. Java Enhanced System Sell
2. Java Expert System Sell
3. Java Expert Sub System
4. Java Enhanced Sub System

100.Who introduced the term “Artificial Intelligence”

1. Arthur Samule
2. Marvin Lee Minsky
3. Jhon McCarthy
4. E. F. Codd