

## Sample MCQ

**CLASS : T.Y.B.Sc-IT**

**SEM-VI**

**NAME OF SUBJECT : BI**

1. Data by itself is not useful unless
  - A. It is massive
  - B. It is processed to obtain information
  - C. It is collected from diverse sources
  - D. It is properly stated
2. Decision support systems are used for
  - A. Management decision making
  - B. Providing tactical information to management
  - C. Providing strategic information to management
  - D. Better operation of an organization
3. Business intelligence (BI) is a broad category of application programs which includes :
  - A. Decision support
  - B. Data mining
  - C. OLAP
  - D. OLAB
4. Decision support systems are used by
  - A. Line managers.
  - B. Top-level managers.
  - C. Middle level managers.
  - D. System users
5. Which of following is not phase of decision making process
  - A. Design
  - B. Analysis

C. Intelligence

D. Choice

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

7. Organizations have hierarchical structures because

A. it is convenient to do so

B. it is done by every organization

C. specific responsibilities can be assigned for each level

D. it provides opportunities for promotions

8. Strategic information is needed for

A. Day to day operations

B. Meet government requirements

C. Long range planning

D. Short range planning

9. Decision support systems are essential for

A. Day-to-day operation of an organization.

B. Providing statutory information.

C. Top level strategic decision making.

D. Ensuring that organizations are profitable.

10. Computer information system are most successful in providing information for:

A. Control decisions

B. Planning decision

C. Strategic decision

D. None of the above

11. Which is the last Phases of mathematical models for decision making

- A Problem Identification
- B Implementation and Testing
- C Model Formation
- D Development of Algorithm

12. Which mathematical model aims at understand the mechanisms that regulate the development of intelligence, ability to extract knowledge from past experience in order to apply it in the future.

- A Risk analysis models
- B. Optimization models
- C. Pattern recognition Models
- D. Waiting line models

13 .In which Mathematical mode the decision maker is required to choose among a number of available alternatives.

- A Risk analysis models
- B. Optimization models
- C. Pattern recognition Models
- D. Waiting line models

14 Which of the statement is not true about Data Mining?

- A. The term data mining refer to the overall process consisting of data gathering and analysis, development of inductive learning models and adoption of practical decisions and consequent actions based on the knowledge acquired.
- B Data mining analysis is to draw a fresh conclusion without investigating the past data, observations and interpretations
- C Data mining activities can be subdivided into two major investigation streams, interpretation and prediction.
- D The data mining process is based on inductive learning methods

15 Which is not the Phase of data Mining Process

- A. Data Gathering
- B. Selection of Attributes
- C. Prediction and interpretation
- D. Data Discarding

16 Data Inception Means

- A inspection of each missing value
- B identify missing values
- C replacement of missing Data
- D discard all records

17.Data Elimination Means

- A inspection of each missing value
- B identify missing values
- C replacement of missing Data
- D discard all records

18 Data mining activities can be subdivided into two major investigation streams , which are

- A. Interpretation and Sampling
- B. Interpretation and Prediction.
- C. Forecast and Prediction
- D. Forecast and Interpretation

19 Which is the Application of Data Miming

- A Fraud Detection
- B. Risk Analysis
- C. Risk Analysis Data
- D. Data warehousing

19 \_\_\_\_\_ learning analyses are not guided by a target attribute.

- A. Supervised
- B. Guided
- C. Unguided
- D. Unsupervised

20. Business intelligence system provides tools and methodologies to knowledge workers to help them to take\_\_\_\_\_.

- A. Effective decision.
- B. Timely decision
- C. Data Information.
- D. Efficient Decision.

21. \_\_\_\_\_ is the outcome of extraction and processing activities carried out on data.

- A. Knowledge
- B. Information
- C. Data
- D. Raw Data

22. The objective of B.I is

- A. To support decision-making and complex problem solving.
- B. To support information gathering.
- C. To support data collection.
- D. To support data analysis.

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

- A. Analysis
- B. Insight
- C. Decision
- D. Design

24. In BI Architecture, It is used to gather and integrate the data stored in various primary and secondary sources.

- A. Data Warehouse
- B. Data mart
- C. Data Sources
- D. Data Information

25. Extraction of information and knowledge from data is known as

- A. Data mining
- B. Optimisation
- C. Data exploration
- D. Data mart

26. Decision making process is of \_\_\_\_\_ phases.

- A. Three
- B. Five
- C. Two
- D. Six

27. Well defined and recurring decision making procedure is called

- A. Structured
- B. Semi-structured
- C. Operational
- D. Unstructured

28. In \_\_\_\_\_ approach, a decision maker considers economic, tactical legal, ethical, procedural and political factors.

- A. Absolute rationality approach
- B. Bounded rationality approach
- C. Rational approach
- D. Rational Information

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

- A. final estimate of cluster centroids
- B. tree showing how close things are to each other

- C. assignment of each point to clusters
- D. all of the mentioned

30. Which of the following is required by K-means clustering?

- A. defined distance metric
- B. number of clusters
- C. initial guess as to cluster centroids
- D. all of the mentioned

31. Which of the following is not included in Cycle of Relational Marketing Analysis:

- A. Collecting information on Customers
- B. Identifying their needs
- C. Paying them
- D. Planning based on knowledge

32. Which of the following is not a stage in "Lifetime of a Customer"?

- A. Acquisition
- B. Cross/Up Selling
- C. Retention
- D. Bargaining

33. Which of the following is not part of Web Mining:

- A. Content Mining
- B. Structure Mining
- C. Database Mining
- D. Usage Mining

34. Which of the following is False for Supply Chain

- A. It is network of connected and inter dependent organizational units
- B. Strong Coordination is required
- C. It improves flow of materials if it is effective

D. Suppliers are given priority

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

A. Extra Capacity

B. Maximum Fixed Cost

C. Backlogging

D. Multiple Plants

36 It is a managerial Policy whose purpose is to maximize profit through an optimal balance between demand and supply.

A. Management insight

B. Economic System

C. Sales System

D. Revenue Management System

37.CCR Model stands for:

A. Charnes-Cooper-Rhodes

B. Charley-Common-Rules

C. Challenging-Common-Rules

D. Cooper-Common-Rules

38.The \_\_\_\_\_ expresses relationship between the Inputs utilized and Outputs Produced:

A. Efficiency Function

B. Effective Frontier

C. Efficient Frontier

D. Effective Fact

39. \_\_\_\_\_ represent how you increase the ability of individuals within the organisations to influence others with the knowledge.

A.People

B. Processes

C. Technology

D. Culture



40. It addresses how you choose, configure and utilise tools and automation to enable knowledge management.

- A. People
- B. Processes
- C. Technology
- D. Culture

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

- A. Binding
- B. Context
- C. Structure
- D. Association

42. Characteristics of expert systems

- A. High Performance
- B. Demonstrating
- C. Advising
- D. Diagnosing

43. Capabilities of expert systems.

- A. Reliable
- B. Demonstrating
- C. High Responsive
- D. Understandable

44. In-capabilities of expert systems.

- A. Advising
- B. Diagnosing
- C. Interpreting input
- D. Refining their own knowledge

45. Strategy followed for finding cause or reasons.

- A. Backward Chaining
- B. Forward Chaining
- C. Facts
- D. Decisions

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

- A. Backward Chaining
- B. Forward Chaining
- C. Facts
- D. Decisions

47. Levels in ES technology

- A. Shells
- B. Design
- C. Both
- D. Number.

48. Knowledge Management Activity aims at

- A. Total turning test
- B. The rational agent approach
- C. To build knowledge infrastructure
- D. Thinking humanly

49. The challenges faced by Knowledge Management System are

- A. Psychology
- B. Communication and Collaboration
- C. Control theory and cybernetics
- D. Computer Engineering

50. Which of the following is not a Capabilities of Expert Systems?

- A. Advising
- B. Demonstrating

C. Explaining

D. Expanding