

Sample MCQ

- 1) 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.

- 2) Decision making process is of _____ phases.
 - A. Three
 - B. Five
 - C. Two
 - D. Six

- 3) DSS stands for:
 - A. Decision Support System.
 - B. Definition support System.
 - C. Data sub system D. Data storage system.

- 4) _____ measurements express the level of conformity of a given system to the objectives for which it was designed.
 - A. Effectiveness
 - B. Efficiency
 - C. Evaluation
 - D. Feedback

- 5) 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

- 6) Which of following is not phase of decision making process
 - A. Design
 - B. Analysis
 - C. Intelligence
 - D. Choice

- 7) Strategic information is needed for _____.
 - A. Day to day operations
 - B. Meet government requirements
 - C. Long range planning
 - D. Short range planning

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9) Phases are in Decision making process

- A. Intelligence, Design, Choice, Implementation, Control.
- B. Design, Develop, Apply
- C. Data, Process, Develop, Implement, Control
- D. Search, Sort, Design, Develop, Implement

10) Business intelligence allows to make _____ and timely decisions.

- A. Effective
- B. Right
- C. Correct
- D. Beneficiary

11) What is a model ?

- A. a selective abstraction of real world
- B. a selective imagination of 1st world
- C. a selective proposal of real world
- D. a selective example of second word

12) A material representation of a real system, whose behaviour is imitated for the purpose of the analysis is called as ?

- A. Analogical Model
- B. Iconic Model
- C. Symbolic Model
- D. Static Model

13) 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

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) A significant proportion of the models used in business intelligence systems, such _____models, require input data concerned with future events.

- A. Project management model
- B. learning model
- C. Predictive model
- D. optimization model

16) The purpose of a data mining process is some-times to provide a simple and concise representation of the information stored in a _____.

- A. .small dataset
- B. large dataset.
- C. numeric dataset
- D. stored dataset

17) The purpose of feature selection, also called _____.

- A. feature reduction
- B. feature compression
- C. feature normalization
- D. feature denormalization

18) 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.

- A. mathematical learning
- B. machine learning
- C. deep learning
- D. static learning

19) which technique used this general equation:

$$x_{\text{norm}} = \frac{x - \min(x)}{\max(x) - \min(x)}$$

- A. Min-max standardization
- B. z- score
- C. standardisation
- D. zero scaling

20) how many distinct myopic search schemes are followed?

- A. two
- B. four

C. three D. one 21) 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. k-Means Clustering

22) Point out the wrong statement.

- a. k-means clustering is a method of vector quantization.
- b. k-means clustering aims to partition n observations into k clusters.
- c. k-nearest neighbor is same as k-means.
- d. k-nearest neighbor has nothing to do with k-means.

23) Which of the following is characteristic of exploratory graph?

- a. Made slowly
- b. Axes are not cleaned up
- c. Color is used for personal information
- d. All of the mentioned

24) Which of the following gave rise to need of graphs in data analysis?

- a. Data visualization
- b. Communicating results
- c. Decision making
- d. data Analysis

25) Which of the following information is not given by five-number summary?

- a. Mean
- b. Median
- c. Mode
- d. average

26) Which of the following graph can be used for simple summarization of data? a) Scatterplot

- b) Overlaying
- c) Barplot
- d) pie chart

27) Classify variable which is not continuous.

- a. age

- b. height
- c. gender
- d. revenue of medical shop

28) Neural Networks are methods of ?

- a. Regression
- b. Clustering
- c. Classification
- d. Customization

29) Classify variable which is not continuous.

- a. age
- b. height
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30) Agglomerative methods are _____ techniques.

- a) Top-Down
- b) Left-Right
- c) Right-Left
- d) Bottom-Up

31) Which of the following is not a component of Relational Marketing

- A. Organisation
- B. BI and Data Mining
- C. Technology
- D. Fund

32) Which of the following is not an optimization model?

- A. Extra Capacity
- B. Maximum Fixed Cost
- C. Backlogging
- D. Multiple Plants

33) The _____ expresses relationship between the Inputs utilized and Outputs Produced:

- A. Efficiency Function
- B. Effective Frontier
- C. Efficient Frontier
- D. Effective Fact

34) . The Relationship Marketing is all about _____

- A. Creating database value
- B. Travelling programs
- C. Maintaining relationship with customer

D. Loyalty based on behaviour

35) Which of the following is not a component of relational marketing strategy? A. Strategy

B. Data Mining

C. Technology

D. Customers

36) The _____ expresses relationship between the Inputs utilized and Outputs Produced:

A. Efficiency Function

B. Effective Frontier

C. Efficient Frontier

D. Effective Fact

37) Which of the following is not a stage in “Lifetime of a Customer”

a. Acquisition

b. Cross/Up Selling

c. Retention

d. Bargaining

38) Which of the following is true:

A. Intensity of Relation is low for B2C

B. Intensity of Relation is low for B2B

C. Intensity of Relation is high for B2C

D. Does not depend on whether it is B2B or B2C.

39) 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

E.

40) Which of the following statements is true?

A. A relationship marketing is a collection of software applications.

B. 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

C. A relationship marketing is a coherent project where the various company departments are called upon to work using CRM tools

D. A relational marketing creates a true data culture in an organization.

41) _____ 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

42) Characteristics of expert systems

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

43) Strategy followed for finding cause or reasons.

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

44) Knowledge Management Activity aims at

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

45) What is the form of Knowledge representation?

- A. IF-THEN
- B. IF-THEN-ELSE
- C. IF-ELSE
- D. ELSE

46) A _____ is nothing but an expert system without knowledge base.

- A. Tools
- B. Expert System
- C. shell
- D. knowledge

47) which one of the following is not a type of Knowledge

- A. Declarative Knowledge
- B. Procedural Knowledge
- C. Tactic Knowledge
- D. Collective Knowledge

48) Who introduced the term "Artificial Intelligence"

- A. Arthur Samule
- B. Marvin Lee Minsky
- C. Jhon McCarthy

D. E. F. Codd

49) _____ is required to exhibit intelligence.

- A. Data
- B. Knowledge
- C. Information
- D. High-quality data

50) Who is the person who is responsible for making knowledge management effort in an organization

- A. CIO
- B. CEO
- C. CKO
- D. CKE