

TYBScIT Sem VI Subject : Business Intelligence  
Sample Questions For Self Practice

Serial No.	Question	Answer1	Answer2	Answer3	Answer4
1	_____ is the outcome of extraction and processing activities carried out on data.	Knowledge	Information	Data	Raw Data
2	The objective of B.I is ?	To support decision-making and complex problem solving.	To support information gathering.	To support data collection.	To support data analysis.
3	Which of the following is not a component of business intelligence analysis cycle?	Analysis	Insight	Decision	Design
4	Extraction of information and knowledge from data is known as ?	Data mining	Optimisation	Data exploration	Data mart
5	Well defined and recurring decision making procedure is called	Structured	Semi-structured	Operational	Unstructured
6	Business intelligence system provides tools and methodologies to knowledge workers to help them to take_____.	Effective decision.	Timely decision	Both 1 and 2.	Efficient Decision.
7	Decision making process is of _____ phases.	Three	Five	Two	Six
8	In _____ approach, a decision maker considers economic, tactical legal, ethical, procedural and political factors.	Absolute rationality approach	Bounded rationality approach	Rational approach	None of the above.
9	In ETL 'E' stands for	External	Extraction	Extreme	None of the above
10	_____measurements express the level of conformity of a given system to the objectives for which it was designed.	Effectiveness	Efficiency	Evaluation	Feedback
11	What is the outcome of extraction and processing activities carried out on data?	Data	Information	Knowledge	Wisdom
12	DSS stands for?	Decision Support System	Definition support System	Data sub system	Data storage system
13	What represent the real problem situations?	Data	Models	Tools	Information
14	During which phase, additional data conversion occurs to performed to obtain the summaries that will reduce the response time?	Loading	Extraction	Transformation	Performance Evaluation
15	Which measurements express the level of conformity of a given system to the objectives for which it was designed?	Effectiveness	Efficiency	Evaluation	Feedback
16	_____is the first stage in developing in decision support system.	Analysis	Design	Knowledge Acquisition	Planning
17	Close System Cycle defined as	Which is System cycle does not need any output.	Able to modify their own output flows based on feedback.	Able to modify their own output flows based on process.	Able to modify their own output without any process.

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18	Information is transformed into _____ to make decisions.	Data	Information	Knowledge	File
19	Mathematical models are developed by _____	doing mathematical calculation	exploring the relationships with data.	developing mathematical logic	exploiting the relationships among system control variables ,parameters and
20	_____ technologies enabling factors that have facilitate development of BI with complex organizations	Application	System	business information	Hardware and Software
21	Data mining projects differ in many respects from both classical statistics and which analyses?	OLAP	OLTP	OLAM	HOLAP
22	OLAP stands for ?	Online analytical Processing	Online Link analysis process	Online Analytical Programming	Onlink Analysis Processing
23	Data may contain erroneous or anomalous values, which are usually referred to as: ?	Noise	outliers	Inconsistencies	Reduction
24	Estimate procedures can become rather complex and time-consuming for a large dataset with a high percentage of which data?.	Training data	missing data	result data	expert data
25	Which attributes are categorical attributes without a natural ordering, such as the province of residence?	Counts	Nominal	Numerical	Ordinal
26	A significant proportion of the models used in business intelligence systems,such _____models, require input data concerned with future events.	Project management model	learning model	Predictive model	optimization model
27	_____ learning analyses are not guided by a target attribute.	Supervised	Guided	Unguided	Unsupervised
28	Once a mathematical model has been defined, one will naturally wish to proceed with its solution to assess decisions and to select the best alternative.	Development of algorithms	Mathematical relationships	Numerical parameters	Evaluation criteria
29	_____are categorical attributes in relation to which a specific property can be true or false.	Counts	Nominal	Numerical	Ordinal
30	Which attributes are categorical attributes without a natural ordering, such as the province of residence.	Counts	Nominal	Numerical	Ordinal

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31	which attributes are numerical attributes that assume a finite number or a countable infinity of values?	counts	Discrete	Numerical	Ordinal
32	The purpose of a data mining process is sometimes to provide a simple and concise representation of the information stored in which dataset?.	small dataset	large dataset.	numeric dataset	stored dataset
33	Transformations of this kind are usually referred to as feature_____	Transformations	Extraction	Scaling	Standardization
34	The use methods will be explained within the classification methods called _____.	K-means	K-nearest	support vector machines	Normalization
35	The purpose of feature selection, also called _____.	feature reduction	feature compression	feature normalization	feature denormalization
36	An _____ in the company information systems, expected to supervise the access to the information sources.	expert	trainer	developer	tester
37	Trough which the effort of representation is justified by the remarkable conciseness of the information achieved.	through a well-designed documentation	through a class diagram	through a well-designed chart	through a well-designed journal
38	Data may contain erroneous or anomalous values, which are usually referred to as _____.	Noise	outliers	Inconsistencies	Reduction
39	Estimate procedures can become rather complex and time-consuming for a large dataset with a high percentage of _____.	Training data	missing data	result data	expert data
40	_____ methods select the relevant attributes before moving on to the subsequent learning phase, and are therefore independent of the specific algorithm being used.	Filter	embedded	wrapper	scaling
41	k-means clustering is also referred to as ?	Non-hierarchical clustering	Optimizing partitioning	Divisive clustering	Agglomerative clustering
42	Clustering is what type of learning?	Supervised	Unsupervised	Semi-supervised	Reinforcement
43	When data are classified according to a single characteristic, it is called:	Quantitative classification	Qualitative classification	Area classification	Simple classification
44	Which of the following statements about Naive Bayes is incorrect?	Attributes are equally important.	Attributes are statistically dependent of one another given the class value.	Attributes are statistically independent of one another given the class value.	Attributes can be nominal or numeric

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45	Classification of data according to location or areas is called:	Qualitative classification	Quantitative classification	Geographical classification	Chronological classification
46	The development of model consists of which phases?	Training , Testing	Training, Predicting	Training, future analysis	Testing, future analysis
47	What is the value of K in K-means clustering?	Distance between centroids	Distance between clusters	Number of clusters	Number of values present in each cluster
48	Based on which criteria Root node of decision tree is selected?	Variable with low information gain	Variable with high information gain	Variable with negative information gain	Variable with information gain is zero
49	Which statement is not true about cluster analysis?	Objects in one cluster are similar to each other and dissimilar to objects in the other clusters	Cluster analysis is also called classification analysis or numerical taxonomy.	Groups or clusters are suggested by the data, not defined a priori.	Cluster analysis is a technique for analysing data when the criterion or dependent variable is categorical and the independent variables are interval in nature.
50	Regression is what type of learning?	Supervised	Unsupervised	Semi-supervised	Reinforcement
51	In classification, the data are arranged according to:	Similarities	Differences	Percentages	Ratios
52	Classify variable which is not continuous?	age	height	gender	revenue of medical shop
53	Which are supervised learning methods for predicting the value of a categorical target attribute?	Classification	Clustering	Regression	Customization
54	Neural Networks are methods of ?	Regression	Clustering	Classification	Customization
55	Which model is used for prediction of continuous target variables?	Probabilistic	Regression	Separation	Heuristic
56	Classification is what type of learning?	Supervised	Unsupervised	Semi-supervised	Reinforcement
57	In which type target variable is binary ?	Linear Regression	Logistic Regression	Decision Tree	Clustering
58	In which type target variable is continuous value ?	Linear Regression	Logistic Regression	Decision Tree	Clustering
59	Which method of analysis does not classify variables as dependent or independent?	regression analysis	discriminant analysis	analysis of variance	cluster analysis
60	In the K-means clustering algorithm using which method the distance between cluster centroid to each object is calculated?	Cluster distance	Euclidean distance	Cluster width	Cluster height
61	Business intelligence applications consists of ?	Marketing models	Relational Model	strategic Model	Business Model
62	Marketing models consists of which marketing.	Sequential	relational	hybrid	store
63	Selling products or services to companies is known as ?	B2B	B2C	C2B	C2C

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64	What refers to the attempt to sell an additional product or service to an active customer?	cross-selling	up-selling	down-selling	selling
65	What refers to make a customer to purchase an higher-level product or service, richer in functions for the user and more profitable for the company?	cross-selling	up-selling	down-selling	selling
66	_____ sales activities take place at one or more sites managed by a company supplying some products or services, where customers go to make their purchases.	Residential	Mobile	Telephone	market
67	In _____ sales, agents of the supplying company go to the customers' homes or offices to promote their products and services and collect orders	Residential	Mobile	Telephone	market
68	_____ sales are carried out through a series of contacts by telephone with prospective customers.	Residential	Mobile	Telephone	market
69	The decision-making processes relative to salesforce management can be grouped into three categories: design, planning and _____.	implement	assessment	analysis	maintainance
70	The purpose of assessment and control activities is to measure the _____ and _____ of individuals employed in the sales network	effectiveness, efficiency	activeness, efficiency	efficiency, speed	security, privacy
71	analysis of the products jointly purchased by customers, known as which analysis?	customer	business	product	market basket
72	Web mining methods are mostly used for which mining?	Content	document	file	text
73	Web mining methods are mostly used for which mining?	Structure	tree	graph	warehouse
74	Web mining methods are mostly used for which mining?	Usage	time	file	product
75	Which management is a managerial policy whose purpose is to maximize profits through an optimal balance between demand and supply?	customer	sales	Revenue	project

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76	_____ Analysis is a Performance Measurement technique which is used for comparing the performances of similar units of an organization.	Data Envelopment	market	data	customer
77	The units for which we are doing the performance analysis are called _____ Units	data	warehouse	Decision Making	Business
78	The purpose of data envelopment analysis (DEA) is to compare the operating performance of a _____ such as companies, university departments, hospitals, bank branch offices, production plants, or transportation systems	set of units	employee	salesman	serve
79	DEA is a technique calculates the efficiencies of all _____ by taking a set of input and output variables (which are generally the most important business metrics of the organization) and then set a benchmark.	DMUs	MUs	DUs	Ds
80	The _____ , also known as production function, expresses the relationship between the inputs utilized and the outputs produced	sales	efficient frontier	marketing	algorithm
81	What is a prior part of Knowledge Management System?	storage	processing	deleting	updating
82	What is a role of people in knowledge management system	community of practices	communication of practices	corelation of practices	cordination of practices
83	What is knowlegde Engineering?	rules to apply to data to imitate the thought process of a human expert	process of a human expert system with knowledge	Set of rules for the data updation	technical aspects of engineering
84	Artificial Intelligence Vs Natural Intelligence	unsustainable for climate change	Brain organoids look promising	doesn't learn like humans	not structured
85	What is a collective information of raw materials?	Information	Data	Knowledge	Business
86	First basic step for knowledge management process is	summarizing information	Data collection	Data analysis	Data classification
87	Following step is not involved in knowledge management process	Decision making	Information Analyzing	Application Development	Synthesizing

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88	Who is not involved in organizational transformation	People	process	technology	Market shares
89	Artificial intelligence is a study and design of	operations research	intelligent agents	neuroscience	control theory
90	Expert systems are capable of	assisting human in decision making	refining their own knowledge	possessing human capabilities	substituting human
91	Which cycle is used to make system as expert system?	Expert System Cycle	Knowledge Management System	machine learning life cycle	all of the above
92	Knowledge portals are designed with the help of ?	HTML	XLXS	CSS	XML
93	What is a set of knowledge necessary for design?	failure factors	The technical programming and design know-how	Technology and Implementation	Design and implementation
94	The Information Technology has _____ approach in Knowledge Management?	Testing	Analyzing	Designing	Coding
95	What is a set of algorithms, which perform judgment and reasoning?	an inference engine	search engine	natural language interfacing	hueristic engine
96	Knowledge consist of	Data and Information only	past experience and data only	data,information & past experience	only past experience
97	Knowledge engineers acquire information from subject expert by	recording	interviewing	observing his/her work	All of above
98	Forward and Backward channing are the strategies of	Inference Engine	Knowledge management process	Data mining process	Effective communication process
99	The components of Expert system includes	knowledge base	inference engine	user interface	all of above
100	knowledge management process has _____ basic steps	4	6	8	7