

Set	A
Program/Course	BSC (IT)
Class	T.Y.Bsc (IT)
Semester	VI
Subject	Business Intelligence
Subject Code	88703
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MULTIPLE CHOICE QUESTIONS

1. Information is transformed into _____ when it is used to make decisions and develop the corresponding actions.

- A. Data
- B. Outcome
- C. Knowledge
- D. Experience

2. ETL process consists of Extract, _____ and Load

- A. Translate
- B. Transmit
- C. Transform
- D. Track

3. 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

4. A retailer referring to primary entities such as customers, points of sale and items while sales receipts represent the commercial transactions are an example of _____.

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

5. Closer system cycle is defined as

- A. A system cycle that does not need output
- B. A system that can modify its own output flows based on feedback
- C. A system that can modify its own output flows based on process

D. A system that can modify its own output flows without any process

6. What is a model?

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

7. In which model some input information represents random events characterized by a probability distribution?

- A. Stochastic
- B. Iconic
- C. Symbolic
- D. Static

8. Once the objectives of the investigation have been identified _____ of data begins

- A. Exploratory analysis
- B. Gathering
- C. attribute selection
- D. prediction

9. Decimal scaling is a method of _____ technique.

- A. Standardization
- B. Denormalization
- C. Compression
- D. De-compression

10. Data Elimination means _____.

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

11. The development of classification models consists of main phases: Training phase, _____, Prediction phase.

- A. Dividing Phase
- B. Combining Phase
- C. Testing Phase
- D. Sorting Phase

12. The _____ method involves subdividing the m observations available into two disjoint subsets.

- A. Holdout
- B. Repeated random sampling
- C. Cross validation
- D. Confusion matrix

13. Agglomerative methods are _____ techniques.

- A Top-Down
- B. Left-Right
- C. Right-Left
- D. Bottom-Up

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

- A. NOC
- B. ROC
- C. COC
- D. LOC

15. What is formed by K-means Algorithm?

- A. Line
- B. Cluster
- C. Patches
- D. Systems

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

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

17. _____ indicates the nature of customer who is willing to get additional services and products.

- A. Retention
- B. Acquisition
- C. cross selling
- D. up selling

18. _____ the possibility that a portion of the demand due in a given period may be satisfied in a subsequent period, incurring an additional penalty cost.

- A. Tactical planning
- B. Multiple plants
- C. Multiple Resources
- D. Backlogging

19. Optimization model represents a powerful and versatile conceptual paradigm for _____ and solving problems arising within integrated supply chain planning.

- A. Analyzing
- B. Planning
- C. Storing
- D. Accessing

20. The efficient frontier is also known as _____

- A. Production Function
- B. Product
- C. Data
- D. Order

21. Which of the following is not a Benefits of Expert Systems?

- A. Availability
- B. Speed
- C. Time
- D. Less Error Rate

22. _____ are one of the prominent research domains of AI.

- A. Knowledge Management System
- B. Data Driven System
- C. Expert Systems
- D. Cognitive Systems

23. Who is not involved in organizational Transformation?

- A. People
- B. Process
- C. Market shares
- D. Technology

24. Gathered information in knowledge management is organised, stored, shared and _____ using defined techniques.

- A. Minimized
- B. Collected
- C. Planned
- D. Analysed

25. The capabilities of Expert Systems are _____

- A. Expanding
- B. Advising
- C. Accuracy
- D. Reaction