| Sr No | Question | Option 1 | Option 2 | Option 3 | Option 4 | Correct Answer |
|---|---|---|---|---|---|---|
| 1 | Business intelligence system provides tools and methodologies to knowledge workers to help them to take_____. | planning | Temporal decision | Effective decision and timely | Efficient Decision. | 3 |
| 2 | _____ is the outcome of extraction and processing activities carried out on data. | Knowledge | Information | Data | Raw Data | 2 |
| 3 | The objective of B.I is | To support decision-making and complex | To support information gathering. | To support data collection. | To support data analysis. | 1 |
| 4 | Which of the following is not a component of business intelligence analysis cycle? | Analysis | Insight | Decision | Design | 4 |
| 5 | In BI Architecture, It is used to gather and integrate the data stored in various primary and secondary sources. | Data Warehouse | Data mart | Data Sources | None of the above. | 3 |
| 6 | Decision making process is of _____ phases. | Three | Five | Two | Six | 2 |
| 7 | Well defined and recurring decision making procedure is called | Structured | Semi-structured | Operational | Unstructured | 1 |
| 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. | 3 |
| 9 | _____is the outcome of extraction and processing activities carried out on data. | Data | Information | Knowledge | Wisdom | 2 |
| 10 | In ETL 'E' stands for | External | Extraction | Extreme | None of the above | 2 |

| # | Question | A | B | C | D | Ans |
|---|----------|---|---|---|---|-----|
| 11 | DSS stands for: | Decision Support System. | Definition support System. | Data sub system | Data storage system. | 1 |
| 12 | _____represent the real problem situations. | Data | Models | Tools | Information | 1 |
| 13 | _____measurements express the level of conformity of a given system to the objectives for which it was designed. | Effectiveness | Efficiency | Evaluation | Feedback | 1 |
| 14 | _____is the first stage in developing in decision support system. | Analysis | Design | Knowledge Acquisition | Planning | 3 |
| 15 | Data by itself is not useful unless | It is massive | It is processed to obtain information | It is collected from diverse sources | It is properly stated | 2 |
| 16 | Decision support systems are used for | Management decision making | Providing tactical information to management | Providing strategic information to management | Better operation of an organization | 3 |
| 17 | Which of following is not phase of decision making process | Design | Analysis | Intelligence | Choice | 2 |
| 18 | _____is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users | best practice | data mart | business information warehouse | business intelligence | 4 |
| 19 | Decision support systems are essential for | Day–to-day operation of an organization. | Providing statutory information. | Top level strategic decision making. | Ensuring that organizations are profitable. | 3 |
| 20 | _____is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users | best practice | data base | business information warehouse | business intelligence | 4 |
| 21 | What is a model ? | a selective abstraction of real world | a selective imagination of 1st world | a selective proposal of real world | a selective example of second word | A |

| # | Question | A | B | C | D | Ans |
|---|---|---|---|---|---|---|
| 22 | A material representation of a real system, whose behaviour is imitated for the purpose of the analysis is called as? | Analogical Model | Iconic Model | Symbolic Model | Static Model | B |
| 23 | In which model some input information represents random events characterized by a probability distribution? | Stochastic | Iconic | Symbolic | Static | A |
| 24 | What is allowed by Sensitivity and Scenario analyses be assessed ? | the robustness of optimal decisions from variations in | the robustness of optimal decisions to variations into input | the robustness of optimal decisions to variations in the input | the robustness of optimal decisions to variations in the | D |
| 25 | Which model observes the status of a system only at the beginning or at the end of discrete intervals? | Discrete-time dynamic models | Static-time dynamic models | Symbolic -time dynamic models | Iconic-time dynamic models | A |
| 26 | The purpose of explanatory models is to functionally identify a possible relationship between a dependent variable and _____. | a set of positive attributes | a set of negative attributes | a set of neutral attributes | a set of independent attributes | D |
| 27 | Which is one of the primary objective of mathematical models ? | to identify regular patterns in the data | to identify irregular patterns in the data | to identify negative patterns in the data | to identify neutral patterns in the data | A |
| 28 | What is the aim of Data Mining? | extracting information and knowledge | useful for knowledge workers in decision making in some | extracting raw data | extracting problems | A |
| 29 | On which learning methods the Data Mining method is based? | inductive learning methods | deductive learning methods | basic learning methods | comprehensive learning methods | A |
| 30 | Which is the last Phases of mathematical models for decision making? | Problem Identification | Implementation and Testing | Model Formation | Development of Algorithm | B |
| 31 | _____ models consider a given system through several temporal stages, corresponding to a sequence of decisions. | iconic | analogical | deterministic | Dynamic | D |
| 32 | Training of the models is carried out using a sample of records extracted from the_____. | Duplicate dataset | original dataset | Training dataset | Result dataset | B |

| # | Question | A | B | C | D | Ans |
|---|----------|---|---|---|---|-----|
| 33 | An _____ in the company information systems, expected to supervise the access to the information sources. | expert | trainer | developer | tester | A |
| 34 | 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 | C |
| 35 | Data may contain erroneous or anomalous values, which are usually referred to as_____. | Noise | outliers | Inconsistencies | Reduction | B |
| 36 | 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 | B |
| 37 | _____methods select the relevant attributes before moving on to the subsequent learning phase, and are therefore independent of | Filter | embedded | wrapper | scaling | A |
| 38 | how many distinct myopic search schemes are followed? | Two | Four | Three | One | C |
| 39 | Data mining projects differ in many respects from both classical statistics and _____analyses. | OLAP | OLTP | OLAM | HOLAP | A |
| 40 | OLAP stands for _____ | Online analytical Processing | Online Link analysis process | Online Analytical Programming | Onlink Analysis Processing | A |
| 41 | k-means clustering is also referred to as | Non-hierarchical clustering | Optimizing partitioning | Divisive clustering | Agglomerative clustering | A |
| 42 | Clustering is what type of learning? | Supervised | Unsupervised | Semi-supervised | Reinforcement | B |
| 43 | When data are classified according to a single characteristic, it is called: | Quantitative classification | Qualitative classification | Area classification | Simple classification | D |

| # | Question | A | B | C | D | Ans |
|---|----------|---|---|---|---|-----|
| 44 | Which of the following statements about Naive Bayes is incorrect? | Attributes are equally important. | Attributes are statistically dependent of one | Attributes are statistically independent of one | Attributes can be nominal or numeric | B |
| 45 | Classification of data according to location or areas is called: | Qualitative classification | Quantitative classification | Geographical classification | Chronological classification | C |
| 46 | In classification, the data are arranged according to: | Similarities | Differences | Percentages | Ratios | A |
| 47 | Classify variable which is not continuous. | age | height | gender | revenue of medical shop | C |
| 48 | Which model is used for prediction of continuous target variables | Probabilistic | Regression | Separation | Heuristic | B |
| 49 | Decision tree initially starts with which node? | Root | Leaf | Terminal | Branch | A |
| 50 | Which is also called as single linkage criterion. | Minimum Distance | Maximum Distance | Mean Distance | Distance between centroids | A |
| 51 | Which is also called as complete linkage criterion. | Minimum Distance | Maximum Distance | Mean Distance | Distance between centroids | B |
| 52 | Agglomerative methods are which of the following techniques? | Top-Down | Left-Right | Right-Left | Bottom-Up | D |
| 53 | Which of the following clustering requires merging approach? | Partitional | Hierarchical | Naive Bayes | Kmeans | B |
| 54 | The development of model consists of which phases? | Training , Testing | Training, Predicting | Training, future analysis | Testing, future analysis | A |

| # | Question | A | B | C | D | Ans |
|---|----------|---|---|---|---|-----|
| 55 | 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 | C |
| 56 | 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 | B |
| 57 | Which statement is not true about cluster analysis? | Objects in one cluster are similar to each other and | Cluster analysis is also called classification | Groups or clusters are suggested by the data, not defined a | Cluster analysis is a technique for analysing data when | D |
| 58 | Regression is what type of learning? | Supervised | Unsupervised | Semi-supervised | Reinforcement | A |
| 59 | Classification is what type of learning? | Supervised | Unsupervised | Semi-supervised | Reinforcement | A |
| 60 | In which type target variable is binary ? | Linear Regression | Logistic Regression | Decision Tree | Clustering | B |
| 61 | Relational Marketing is the relationship between a company and its _____, represented primarily by its customers | employees | managers | officers | stakeholders | D |
| 62 | Relationship marketing involves the analysis, planning, execution and _____ of the activities carried out to pursue these objectives | execution | coding | compilation | evaluation | D |
| 63 | Relational marketing strategies revolve around the _____ for each customer | values | numbers | biils | choices | D |
| 64 | relational marketing strategies to transform occasional contacts with their customers into highly customized _____ relationships | long-term | short-term | annaul | quarterly | A |
| 65 | successful relational marketing strategy can be achieved through the development of a _____ vision that puts customers at the center of the whole | company-wide | employee-wide | customer-wide | person-wide | A |

| | | | | | | |
|---|---|---|---|---|---|---|
| 66 | The relationship between an enterprise and its customers is sometimes mediated by the _____ network | data | sales | mobile | professional | B |
| 67 | Sellin products or services to individual is known as ____ | B2B | B2C | C2B | C2C | B |
| 68 | Environment for relational marketing analysis includes the company's _____ | data warehouse | sales | profit | loss | A |
| 69 | first step in relational marketing analysis is the _____ of the data available for each customer. | selection | exploration | gathering | restoring | B |
| 70 | _____ refers to the attempt to sell an additional product or service to an active customer | cross-selling | up-selling | down-selling | selling | A |
| 71 | _____ refers to make a customer to purchase an higher-level product or service, richer in functions for the user and more profitable for the | cross-selling | up-selling | down-selling | selling | B |
| 72 | analysis of the products jointly purchased by customers, known as _____ analysis | customer | business | product | market basket | D |
| 73 | Web mining methods are mostly used for _____ mining. | Structure | tree | graph | warehoue | A |
| 74 | The term _____ is generally taken to mean the whole set of people and roles that are involved, with different tasks and responsibilities, in | employees | salesforce | Product | service | B |
| 75 | _____ sales activities take place at one or more sites managed by a company supplying some products or services, where customers go to make | Residential | Mobile | Telephone | market | A |
| 76 | In _____ sales, agents of the supplying company go to the customers' homes or offices to promote their products and services and collect | Residential | Mobile | Telephone | market | B |

| # | Question | A | B | C | D | Ans |
|---|----------|---|---|---|---|-----|
| 77 | _____ sales are carried out through a series of contacts by telephone with prospective customers. | Residential | Mobile | Telephone | market | C |
| 78 | The decision-making processes relative to salesforce management can be grouped into three categories: design, planning and _____ . | implement | assessment | analysis | maintainance | B |
| 79 | 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 | B |
| 80 | the purpose of revenue management is to _____ profits. | minimize | gain | retain | maximize | D |
| 81 | _____ is a prior part of Knowledge Management System? | storage | processing | deleting | updating | A |
| 82 | _____ is a role of people in knowledge management system | community of practices | communication of practices | corelation of practices | cordination of practices | A |
| 83 | What is knowlegde Engineering? | rules to apply to data to imitate the thought process of | process of a human expert system with knowledge | Set of rules for the data updation | technical aspects of engineering | A |
| 84 | Artificial Intelligence Vs Natural Intelligence | unsustainable for climate change | Brain organoids look promising | doesn't learn like humans | not structured | C |
| 85 | _____ is/are the applications of expert system | knowledge base | inference engine | user interface | all of the above | D |
| 86 | _____ cycle is used to make system as expert system | Expert System Cycle | Knowledge Management System | machine learning life cycle | all of the above | B |
| 87 | _____ is a set of knowledge necessary for design | failure factors | The technical programming and design know-how | Technology and Implementation | Design and implementation | B |

| # | Question | A | B | C | D | Ans |
|---|----------|---|---|---|---|-----|
| 88 | _____ is/are the activities of knowledge management system. | collecting | organizing | aggregating | all of the above | D |
| 89 | _____ is the approach of knowledge management system | top down | organizational | left right | the processing | D |
| 90 | A system which has decision making abilityis known as_____ | microsystem | digital system | knowledge management system | expert system | D |
| 91 | a set of algorithms, which perform judgment and reasoning. | an interference engine | search engine | natural language interfacing | hueristic engine | A |
| 92 | Knowlege portals are designed with the help of _____ | HTML | XLXS | CSS | XML | D |
| 93 | _____ is the stage creating expert system | Data presentation | data acquisition | data creation | data analyzation | B |
| 94 | The expert system is having interference which contains _____ | reasoning schemes | expert system | business intelligence | managing rules | A |
| 95 | The expert system development is based on two aspects _____ and _____ | data and time | task and time | data and task | All of the above | B |
| 96 | The knowledge engineering inculdes _____ from the beginning of working of the expert system | Server | Client | End User | All of the above | C |
| 97 | The knoledge generation is based on _____ | Syntactical Structure | Semantical Graph | NLP | Data representation | B |
| 98 | The _____ is used to process speaker's data based on which expert system can work smoothly | KMS | NLP | UI | GUI | B |

| # | Question | A | B | C | D | Answer |
|---|----------|---|---|---|---|--------|
| 99 | The _____ are helping the system to measure the problems based on measuring tools. | Intelligence | intelligent agents | actors | actuators | B |
| 100 | The domain issue is resolved with the help of _____ | Subject Expert | Knoweldge Expert | non-expert user | All of the above | A |