TYBScIT SEM VI

Business Intelligence

Sample Question

1) Open system crossed its boundaries in both directions by flows of materials and information, When such flows are lacking, the system is said to be ----------.
    a. Closed
    b. Open
    c. Input
    d. output
2) A system receives a set of input flows and returns a set of output flows through a ---------- process regulated by internal conditions and external conditions.
    a. Transformation
    b. Extraction
    c. Collection
    d. Testing
3) The ----------of a system are assessed using measurable performance indicators that can be classified into different categories.
    a. Time and money
    b. effectiveness and efficiency
    c. effective and time
    d. effective and money

4) Systems that are able to modify their own output flows based on feedback are called -----
    a. Open cycle system
    b. Closed cycle system
    c. DSS
    d. KM
5) The two main classes of evaluation metrics are : ------
    a. Time and money
    b. effectiveness and efficiency
    c. effective and time
    d. effective and money
6) ----------measurements express the level of conformity of a given system to the objectives for which it was designed.
    a. Efficiency
    b. Effectiveness
    c. Time
    d. Decision
7) ------measurements are associated with the quality of the transformation process.
    a. Efficiency
    b. Effectiveness
    c. Time
    d. Decision
8) ---------- metrics indicate whether the right action is being carried out or not.

a. Efficiency
b. Effectiveness
c. Time
d. Decision

9) -------metrics show whether the action is being carried out in the best possible way or not.
a. Efficiency
b. Effectiveness
c. Time
d. Decision

10) -------- is a choice from multiple alternatives, usually made with a fair degree of rationality.
a. Data
b. Information
c. Time
d. Decision

11) the decision selected must be put into practice and then ------to determine if it has enabled the planned objectives to be achieved.
a. Find
b. Verified
c. Validated
d. Transformed

12) When the best alternative has been selected by the decision maker, it is transformed into actions by means of an ----------.
a. implementation plan.
b. Design plan
c. Test plan
d. Intelligence phase

13) Decisions can be classified in terms of two main dimensions, according to their -----
a. Class
b. Type
c. nature and scope.
d. effectiveness

14) A decision is structured if it is based on a well-defined and recurring decision-making procedure.
a. Data
b. Information
c. Time
d. Decision

15) Decisions are strategic when they affect the entire organization or at least a substantial part of it for a long period of time.
a. Data
b. Information
c. Time
d. Decision

16) -----decisions affect only parts of an enterprise and are usually restricted to a single department.

a. Operational
b. Tactical
c. Rational
d. a political-organizational

17) -------decisions refer to specific activities carried out within an organization and have a modest impact on the future.
a. Operational
b. Tactical
c. Rational
d. a political-organizational

18) When a ---- approach is followed, a decision maker considers major factors, such as economic, technical, legal, ethical, procedural and political.
a. Operational
b. Tactical
c. Rational
d. a political-organizational

19) When a ------- approach is pursued, a decision maker proceeds in a more instinctual and less systematic way.
a. Operational
b. Tactical
c. Rational
d. a political-organizational

20) ------- refers to a decision-making process for which multiple performance indicators can be reduced to a single criterion, which therefore naturally lends itself to an optimization model.
a. Bounded rationality
b. absolute rationality'
c. nationality
d. atonality

21) --------- occurs whenever it is not possible to meaningfully reduce multiple criteria into a single objective
a. Bounded rationality
b. absolute rationality'
c. nationality
d. atonality

22) Decision support systems combine data and ----models to help decision makers in their work.
a. Operational
b. mathematical
c. Tactical
d. Rational

23) A DSS must be ------ and adaptable in order to incorporate the changes required to reflect modifications in the environment or in the decision-making process.
a. Operational

b. flexible
c. Tactical
d. Rational

24) ----------includes a database designed to contain the data required by the decision-making processes to which the DSS is addressed.
a. model management module
b. data management module
c. knowledge management module
d. RAD model

25) The --------provides end users with a collection of mathematical models derived from operations research, statistics and financial analysis.
a. model management module
b. data management module
c. knowledge management module
d. RAD model

26) The ------ is also interconnected with the company knowledge management integrated system.
a. model management module
b. data management module
c. knowledge management module
d. RAD model

27) ------analysis environments have facilitated and standardized the access to passive business intelligence functions
a. One Dimensional
b. Multidimensional
c. Structural
d. unstructural

28) The main purpose of the -----phase is to understand the needs and opportunities, sometimes characterized by weak signals, and to translate them into a project and later into a successful DSS.
a. analysis
b. Planning
c. Design
d. coding

29) In the -----phase, it is necessary to define in detail the functions of the DSS to be developed, by further developing and elaborating the preliminary conclusions achieved during the feasibility study.
a. analysis
b. Planning
c. Design
d. coding

30) The most significant of these is based on the use of --------where, instead of implementing the system as a whole, the approach is to identify a sequence of autonomous subsystems, of

limited capabilities, and develop these subsystems step by step until the final stage is reached corresponding to the fully developed DSS.

a. Rapid prototyping development
b. RAD
c. Development
d. design

31) --------is an expert in all the aspects involved in the development of a DSS such as information system architectures, decision-making processes, mathematical models and solution methods.

a. system integrator
b. designer
c. programmer
d. engineer

32) In a -----model some input information represents random events and is therefore characterized by a probability distribution

a. Stochastic
b. Deterministic
c. Static
d. Dynamic

33) A model is called ------when all input data are supposed to be known a priori and with certainty.

a. Stochastic
b. Deterministic
c. Static
d. Dynamic

34) ----models consider a given system and the related decision-making process within one single temporal stage.

a. Stochastic
b. Deterministic
c. Static
d. Dynamic

35) ----models consider a given system through several temporal stages, corresponding to a sequence of decisions.

a. Stochastic
b. Deterministic
c. Static
d. Dynamic

36) ----at hand must be correctly identified in in the development of mathematical models for decision making

a. Time
b. Problem
c. Decision
d. noise

37) ------is some records may contain missing values corresponding to one or more attributes,

a. Completeness
b. Incompleteness.
c. Correctness
d. data

38) ---- is Data may contain erroneous or anomalous values, which are usually referred to as outliers.
a. Time
b. Problem
c. Decision
d. noise

39) Sometimes data contain discrepancies due to changes in the coding system used for their representation, and therefore may appear -------
a. Completeness
b. Incompleteness.
c. Correctness
d. inconsistent.

40) Means discard all records for which the values of one or more attributes are missing.
a. Inspection.
b. Identification
c. Elimination.
d. Substitution.

41) -------means , one may opt for an inspection of each missing value, carried out by experts in the application domain, in order to obtain recommendations on possible substitute values.
a. Inspection.
b. Identification
c. Elimination.
d. Substitution.

42) ------ means As a third possibility, a conventional value might be used to encode and identify missing values, making it unnecessary to remove entire records from the given dataset.
a. Inspection.
b. Identification
c. Elimination.
d. Substitution.

43) ----------Several criteria exist for the automatic replacement of missing data, although most of them appear somehow arbitrary.
a. Inspection.
b. Identification
c. Elimination.
d. Substitution.

44) ----refers to a random perturbation within the values of a numerical attribute, usually resulting in noticeable anomalies.
a. Time
b. Problem
c. Decision

d. noise

45) The aim of -------techniques is to replace the values of an attribute with values obtained through an appropriate transformation.
    a. Inspection.
    b. Identification
    c. Elimination.
    d. standardization

46) ----------may also consist of the creation of new variables that summarize within themselves the relevant information contained in a subset of the original attributes.
    a. Identification
    b. Attribute extraction
    c. Elimination.
    d. standardization

47) ---methods select the relevant attributes before moving on to the subsequent learning phase, and are therefore independent of the specific algorithm being used.
    a. Embedded
    b. Filter
    c. Transfer
    d. trim

48) For the ----- methods, the attribute selection process lies inside the learning algorithm, so that the selection of the optimal set of attributes is directly made during the phase of model generation.
    a. Embedded
    b. Filter
    c. Transfer
    d. trim

49) During the ---phase, the classification algorithm is applied to the training set , in order to derive classification rules that allow the corresponding target class y to be attached to each observation x.
    a. Training
    b. Test
    c. Prediction
    d. collection

50) In the ---- phase, the rules generated during the training phase are used to classify the observations of D not included in the training set, for which the target class value is already known.
    a. Training
    b. Test
    c. Prediction
    d. collection

51) The ------ phase represents the actual use of the classification model to assign the target class to new observations that will be recorded in the future

52) The aim of ---- models is to subdivide the records of a dataset into homogeneous groups of observations
    a. Stochastic
    b. Deterministic
    c. Static
    d. clustering

53) -------clustering algorithm is used to analyze datasets containing categorical attributes.
    a. Flexible
    b. Time
    c. Effective
    d. Efficient

54) ---------methods develop a subdivision of the given dataset into a predetermined number K of non-empty subsets.
    a. Partition
    b. Hierarchical
    c. density-based
    d. Grid

55) ------methods carry out multiple subdivisions into subsets, based on a tree structure
    a. Partition
    b. Hierarchical
    c. density-based
    d. Grid

56) -------methods derive clusters from the number of observations locally falling in a neighborhood of each observation.
    a. Partition
    b. Hierarchical
    c. density-based
    d. Grid

57) ------- methods first derive a discretization of the space of the observations, obtaining a grid structure consisting of cells.
    a. Partition
    b. Hierarchical
    c. density-based
    d. Grid

58) Structure mining is used to understand the structure of web using different links on different pages.
    a. Web
    b. Content
    c. Structure
    d. usage

59) Analyses aimed at -------mining are certainly the most relevant from a relational marketing standpoint, since they explore the paths followed by navigators and their behaviors during a visit to a company website
    a. Web
    b. Content
    c. Structure
    d. usage

60) ------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.
    a. Residential
    b. Mobile
    c. Telephone
    d. Customer-orieneted
61) ------ sales, agents of the supplying company go to the customers' homes or offices to promote their products and services and collect orders.
    a. Residential
    b. Mobile
    c. Telephone
    d. Customer-orieneted
62) -----e sales are carried out through a series of contacts by telephone with prospective customers
63) Sales network sizing is a matter of working out the optimal number of agents that should operate within the selected structure, and depends on several factors.
    a. Type
    b. cost
    c. Sizing
    d. time
64) Designing a -----means grouping together the geographical areas into which a given region has been divided and assigning each territory to an agent.
    a. sales territory
    b. model
    c. sales
    d. none of the above
65) The purpose of ----------activities is to measure the effectiveness and efficiency of individuals employed in the sales network, in order to design appropriate remuneration and incentive schemes.
    a. assessment and control
    b. assessment and design
    c. Design and control
    d. Test and control
66) ----design involves allocating sales coverage units to individual agents so as to minimize a weighted sum of two terms, representing respectively the total distance between areas belonging to the same territory and the imbalance of sales opportunities for the agents.
    a. Sales territory
    b. model

c. sales
d. structure

67) The major purpose of an integrated logistic process is to minimize a function expressing the total ------
a. Time
b. Cost
c. Size
d. people

68) The term -----refers to 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. Log
b. Backlog
c. Front log
d. None of the above

69) The purpose of --------is to compare the operating performance of a set of units
a. data envelopment analysis (DEA)
b. DSS
c. KM
d. AI

70) The-------, also known as production function, expresses the relationship between the inputs utilized and the outputs produced.
a. efficient frontier
b. efficiency matrix
c. effective frontier
d. effective matrix

71) (CCR) model stands for ----------Model.
a. Charnes–Cooper–Rhodes
b. Chalmes-Cooper-Rhodes
c. Charmes-Coper-Rodes
d. Carnes-Cooper-Rhodes

72) The analysis of cross-efficiency is based on the definition of the efficiency matrix,
a. efficient frontier
b. efficiency matrix
c. effective frontier
d. effective matrix

73) The -----of a DMU are defined as the product of the inputs used by the unit and the corresponding optimal weights.
a. virtual inputs
b. virtual outputs
c. parameter
d. reference parameter

74) -------are given by the product of the outputs of the unit and the associated optimal weights.
a. virtual inputs
b. virtual outputs
c. parameter

d. reference parameter

75) --------can be define as general mental ability for reasoning, problem solving and learning.

a. Intelligence
b. Knowledge
c. Information
d. Data

76) _____ measures asymmetry about the mean of the probability distribution of a random variable.

a. skewness

b. covariance

c. variance

d. Kurtosis

77) _____shows all individual data points.

a. Box-plot

b. scatter plot

c. line plot

d. pie chart

78) Which of the following is false?

A. data visualization include the ability to absorb information quickly

B. Data visualization is another form of visual art

C. Data visualization decrease the insights and take solwer decisions

D. None Of the above

79) Which of the following plots are often used for checking randomness in time series?

A. Autocausation

B. Autorank

C. Autocorrelation

D. None of the above

80) Which one of the following is most basic and commonly used techniques?

A. Line charts

B. Scatter plots

C. Population pyramids

D. Area charts

81) Which of the following lists names of variables in a data.frame?

A. par()

B. names()

C. barchart()

D. quantile()

82) Point out the wrong statement.

a) Merging concerns combining datasets on the same observations to produce a result with more variables

b) Data visualization is the organization of information according to preset specifications

c) Subsetting can be used to select and exclude variables and observations

d) All of the mentioned

83) Which of the following is characteristic of Processed Data?

a) Data is not ready for analysis

b) All steps should be noted

c) Hard to use for data analysis

d) None of the mentioned

84) Which of the following is not a step in data analysis?

a) Obtain the data

b) Clean the data

c) EDA

d) None of the mentioned

85) _____ provides an web service interface that provides resizable compute capacity in the AWS cloud.

a)EC2

B)S3

C)ES2

D)EC3

86) Height is example of _____.

a)Continuous Data

b)Discrete Data

c)Ordinal data

d) Quantative Data

87) What is true about Data Visualization?

a) Data Visualization is used to communicate information clearly and efficiently to users by the usage of information graphics such as tables and charts.
b) Data Visualization helps users in analyzing a large amount of data in a simpler way.
c) Data Visualization makes complex data more accessible, understandable, and usable.
d) All of the above

88) Data can be visualized using?

a) A. graphs
b) B. charts
c) C. maps
d) D. All of the above

89) Data visualization is also an element of the broader _____.

a) A. deliver presentation architecture
b) B. data presentation architecture
c) C. dataset presentation architecture
d) D. data process architecture

90) A multi-disciplinary field that uses scientific methods, processes, algorithms and systems to extract knowledge from data is called

A) Data Science

B) Machine learning

C) Computer Science

D) Statistical Research

91) For _____ observation, researcher specifies in detail what is to be observed and how measurements are to be recorded)

A) Exploratory

B) Functional

C) Structured

D) Unstructured

92) _____ is the process which involves extracting data from various source systems.

A) Data analysis

B) Data transformation

C) Data Extraction

D) Data warehouse

93) Data from entire population or sample is summarized with mean,standard deviation in

A) Descriptive Statistics

B) Inferential Statistics

C) Predictive Analytics

D) Enhanced Data Analysis

94) Data Curation process:

A) Preserving

B) Sharing

C) Discovering

D) All

95) _____ visualizes the distribution of data over a continuous interval or certain time period)

A) Box plot

B) Pie chart

C) Histogram

D) Bar chart

96) Which of the following statement will import pandas?

A) import pandas as pd

B) import panda as py

C) import pandaspy as pd

D) all of the mentioned

97) Which of the following graph can be used for simple summarization of data?

A) Scatterplot

B) Overlaying

C) Barplot

D) Bargraph

98) Phenomenon under data analysis used for gaining a better understanding of data is called _____

A) Exploratory Data Analysis

B) Explore Data Analysis

C) Exploratory Data Analytics

D) Enhanced Data Analysis

99) _____ data is difficult to manipulate and typically needs to be processed in some way before it can be used in standard data analysis software.

a) Structured data

b) Unstructured data

c) Summarized data

d) Frequency data

100) Data that summarize all observations in a category are called _____ data.

a) frequency

b) summarized

c) raw

d) none of the mentioned