Mock Exam Question Paper

Class: TYBSC IT   **Marks: 40**

Subject: Business Intelligence   **Sem VI**

Q.1 ETL process consists of Extract, _____ and Load activities

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

Answer: D

Q.2 Data by itself is not useful unless

A. It is massive

B. It is processed to obtain information

C. It is collected from diverse sources

D. It is properly stated

ANSWER: B

Q.3 _____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

      Ans: A

Q.4 Well defined and recurring decision making procedure is called

    A. **Structured**

    B. **Semi-structured**

    C. **Operational**

    D. **Unstructured**

Ans: A

Q.5 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

Answer B

Q.6 Which mathematical model aims at understand the mechanisms that regulate the development of intelligence, ability to extract knowledge from past experience in order to apply it in the future.

A. Risk analysis models
B. Optimization models
C. Pattern recognition Models
D. Waiting line models

Answer C

Q.7 What is the purpose of Interpretation?

A.   to identify regular patterns in the data
B.   to express the rules and criteria for easy understanding
C.   to identify irregular patterns in the data
D.   Both First & Second Option

Correct answer: D

Q.8 On which learning methods the Data Mining method is based?

A.   inductive learning methods
B.   deductive learning methods
C.   basic learning methods
D.   comprehensive learning methods

Correct answer: A

Q.9 Which of the following curve analysis is conducted on each predictor for classification?
A) NOC
B) ROC
C) COC
D) LOC
Answer B

Q.10 k-means clustering is also referred to as
A. Non-hierarchical clustering
 B. Optimizing partitioning
C. Divisive clustering
D. Agglomerative clustering
Answer: A

Q.11 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) End Points

Answer: B

Q.12 Which of the following gave rise to need of graphs in data analysis?

A) Data visualization

B) Communicating results

C) Decision making

D) All of the mentioned

Answer: D

Q.13 Which of the following is not an optimization model?
A.   Extra Capacity
B.   Maximum Fixed Cost

C.   Backlogging
D.   Multiple Plants
Answer: B

Q.14 The _____ expresses relationship between the Inputs utilized and Outputs Produced:
A.   Efficiency Function
B.   Effective Frontier
C.   Efficient Frontier
D.   Effective Fact

Answer: C

Q.15 _____sales are carried out through a series of contacts by telephone with prospective customers.

A.   Residential
B.   Mobile
C.   Telephone
D.   None Of the above.
Answer: C

Q.16 Which of the following is not included in Cycle of Relational Marketing Analysis:
A.   Collecting information on Customers
B.   Identifying their needs
C.   Planning based on knowledge
D.   Paying them

Answer: D

Q.17 Which among these are the key stages for managing organisational transformation
        A)   Break with the past
        B)   Manage the future
        C)   Both
        D)   None of the above
    Ans: A

Q.18 . _____ embodies how you establish and cultivate a knowledge-sharing, knowledge-driven culture.

A. People
B. Processes
C. Structure
D. Culture
   Ans: D

Q.19 Which of the following is one of the Capabilities of expert systems.
A. Reliable
B. Demonstrating
C. High Responsive
D. Understandable
Ans: B

Q.20 KDD Stands for :

A. Knowledge Discovery Data

B. Knowledge Discovery in Database

C. Knowledge Database Discovery

D. Knowledge Data Discovery

Answer D