1. Business intelligence system provides tools and methodologies to knowledge workers to help them to take_____.
   A. Effective decision.
   B. Timely decision
   C. Both 1 and 2.
   D. Efficient Decision.

2. An extraction and processing activities carried out on data is known as.
   A. Knowledge
   B. Information
   C. Data
   D. Raw Data

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. Which of the following is not a component of business intelligence analysis cycle?
   A. Analysis
   B. Insight
   C. Decision
   D. Design

5. In BI Architecture, It is used to gather and integrate the data stored in various primary and secondary sources.
   A. Data Warehouse
   B. Data mart
   C. Data Sources
   D. None of the above.

6. What is a model ?

   A.   A selective abstraction of real world
   B.   A selective imagination of 1st world

C.   A selective proposal of real world
D.   A selective example of second word

7.   A material representation of a real system, whose behaviour is imitated for the
      the purpose of the analysis is called as ?

A.   Analogical Model
B.   Iconic Model
C.   Symbolic Model
D.   Static Model

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

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

9.   What is allowed by Sensitivity and Scenario analyses be assessed ?

A.   The robustness of optimal decisions from variations in the input parameters.
B.   The robustness of optimal decisions to variations into input parameters.
C.   The robustness of optimal decisions to variations in the input data.
D.   The robustness of optimal decisions to variations in the input parameters.

10. Which model observes the status of a system only at the beginning or at the end of discrete
      intervals ?

A.   Discrete-time dynamic models
B.   Static-time dynamic models
C.   Symbolic -time dynamic models
D.   Iconic-time dynamic models

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. All of the mentioned

12. Which of the following is required by K-means clustering?

   A. Defined distance metric
   B. Number of clusters
   C. Initial guess as to cluster centroids

D. All of the mentioned

13. Point out the wrong statement.

    A. k-means clustering is a method of vector quantization
    B. k-means clustering aims to partition n observations into k clusters
    C. k-nearest neighbour is same as k-means
    D. none of the mentioned

14. Which of the following function is used for k-means clustering?

    A. k-means
    B. k-mean
    C. heatmap
    D. None of the mentioned

15. Which of the following clustering requires merging approach?

    A. Partitional
    B. Hierarchical
    C. Naive Bayes
    D. None of the mentioned

16. 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

17. _____ represents how you increase the ability of individuals within the organisations to influence others with the knowledge.
    a) People
    b) Processes
    c) Technology
    d) Culture

18. It addresses how you choose, configure and utilise tools and automation to enable knowledge management.
    a) People
    b) Processes
    c) Technology
    d) Culture

19. It directs how you transform organizational structures to facilitate and encourage cross discipline awareness and expertise.
   a) Binding
   b) Context
   c) Structure
   d) Association

20. Characteristics of expert systems
a)High Performance
b)Demonstrating
c)Advising
d)Diagnosing

21. Which of the following is not a component of Relational Marketing?
   A.   Organisation
   B.   BI and Data Mining
   C.   Technology
   D.   Fund

22. Which of the following is true:
   A. Intensity of Relation is low for B2C
   B. Intensity of Relation is low for B2B
   C. Intensity of Relation is high for B2C
   D. Does not depend on whether it is B2B or B2C.

23. Which of the following is not included in Cycle of Relational Marketing Analysis:

   A.   Collecting information on Customers
   B.   Identifying their needs
   C.   Paying them
   D.   Planning based on knowledge

24. Which of the following is not a stage in "Lifetime of a Customer"

   A.   Acquisition
   B.   Cross/Up Selling
   C.   Retention
   D.   Bargaining

25. Which of the following is not part of Web Mining:

   A.   Content Mining
   B.   Structure Mining

C. Database Mining
D. Usage Mining