

B.N.N College, Bhiwandi
Department Of Information Technology
Subject: Business Intelligence
Questions Bank

UNIT-01	
	<p>1. Business intelligence system provides tools and methodologies to knowledge workers to help them to take_____.</p> <p>A. Effective decision. B. Timely decision C. Both 1 and 2. D. Efficient Decision.</p> <p>Answer: C</p>
	<p>2. _____ is the outcome of extraction and processing activities carried out on data.</p> <p>A. Knowledge B. Information C. Data D. Wisdom</p> <p>Answer: B</p>
	<p>3. The objective of B.I is</p> <p>A. To support decision-making and complex problem solving. B. To support information gathering. C. To support data collection. D. To support data analysis.</p> <p>Answer: A</p>
	<p>4. Which of the following is not a component of business intelligence analysis cycle?</p> <p>A. Analysis B. Insight C. Decision D. Design</p> <p>Answer: D</p>

	<p>5. In BI Architecture, It is used to gather and integrate the data stored in various primary and secondary sources.</p> <p>A. Data Warehouse B. Data mart C. Data Sources D. Data explosion.</p> <p>Answer: C</p>
	<p>6. Extraction of information and knowledge from data is known as</p> <p>A. Data mining B. Optimisation C. Data exploration D. Data mart</p> <p>Answer: A</p>
	<p>7. Which phases is used for planning of Development of a business intelligence system.</p> <p>A. Analysis and Design B. Planning C. Implementation and Control D. Maintenance</p> <p>Answer: B</p>
	<p>8. Decision making process is of _____ phases.</p> <p>A. Three B. Five C. Two D. Six</p> <p>Answer: B</p>
	<p>9. Well defined and recurring decision making procedure is called</p> <p>A. Structured B. Semi-structured C. Operational</p>

	<p>D. Unstructured</p> <p>Answer: A</p>
	<p>10. In _____ approach, a decision maker considers economic, tactical legal, ethical, procedural and political factors.</p> <p>A. Absolute rationality approach B. Bounded rationality approach C. Rational approach D. Un-Bounded rationality approach</p> <p>Answer: C</p>
	<p>11. a) Data mart is a subset of data warehouse.</p> <p>b) Data marts contain repositories of summarized data collected for analysis on a specific section or unit within an organization.</p> <p>A. Only a is correct B. Only b is correct C. Both are correct D. Both are wrong.</p> <p>Answer: C</p>
	<p>12. In ETL 'E' stands for</p> <p>A. External B. Extraction C. Extreme D. Extra-ordinal</p> <p>Answer: B</p>
	<p>13. DSS stands for:</p> <p>A. Decision Support System. B. Definition support System.</p>

	<p>C. Day-to-day System Support. D. Data storage system.</p> <p>Answer: A</p>
	<p>14. _____ represent the real problem situations.</p> <p>A. Data B. Models C. Tools D. Information</p> <p>Answer: A</p>
	<p>15. During the _____ phase, additional data conversion occurs to performed to obtain the summaries that will reduce the response time.</p> <p>A. Loading. B. Extraction. C. Transformation D. Performance Evaluation.</p> <p>Answer: C</p>
	<p>16. Optimization is:</p> <p>A. Determine the best solution.Successful marketing approaches to achieve the optimum outcome.</p> <p>B. Un-Successful marketing approaches to achieve the optimum outcome.</p> <p>C. Getting the greatest return for the least expenditure of time, effort, manpower.</p> <p>D. Determine the Worst solution.</p> <p>Answer: A</p>
	<p>17 . (a)A decision support system helps in decision making but does not necessarily give a decision itself.</p> <p>(b) decision support system is a computer-based application that</p>

	<p>collects organizes and analyses business data to facilitate quality business decision making for management, operations, and planning.</p> <p>A. only a is correct. B. only b is correct C. both are correct. D. both are wrong.</p> <p>Answer: C</p>
	<p>18. _____measurements express the level of conformity of a given system to the objectives for which it was designed.</p> <p>A. Effectiveness B. Efficiency C. Evaluation D. Feedback</p> <p>Answer: A</p>
	<p>19. _____is the first stage in developing in decision support system.</p> <p>A. Analysis B. Design C. Knowledge Acquisition D. Planning</p> <p>Answer: C</p>
	<p>20. Data by itself is not useful unless</p> <p>A. It is massive B. It is processed to obtain information C. It is collected from diverse sources D. It is properly stated</p> <p>Answer: B</p>

	<p>22. Decision support systems are used for</p> <ul style="list-style-type: none"> A. Management decision making B. Providing tactical information to management C. Providing strategic information to management D. Better operation of an organization <p>Answer: C</p>
	<p>23. Business intelligence (BI) is a broad category of application programs which includes:</p> <ul style="list-style-type: none"> A. Decision support, Datamining, OLTP B. Decision support, Datacollection, OLAP C. Decision Expert, Datamining, OLAP D. Decision support, Datamining, OLAP <p>Answer: D</p>
	<p>24. Decision support systems are used by</p> <ul style="list-style-type: none"> A. Line managers. B. Top-level managers. C. Middle level managers. D. System users <p>ANSWER: B</p>
	<p>25. Which of following is not phase of decision making process</p> <ul style="list-style-type: none"> A. Design B. Analysis C. Intelligence D. Choice <p>ANSWER: B</p>
	<p>26. _____ is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.</p> <ul style="list-style-type: none"> A. best practice

	<p>B. data mart C. business information warehouse D. business intelligence</p> <p>ANSWER: D</p>
	<p>27. Organizations have hierarchical structures because</p> <p>A. it is convenient to do so B. it is done by every organization C. specific responsibilities can be assigned for each level D. it provides opportunities for promotions</p> <p>ANSWER: C</p>
	<p>28. Strategic information is needed for</p> <p>A. Day to day operations B. Meet government requirements C. Long range planning D. Short range planning</p> <p>ANSWER: C</p>
	<p>29. Decision support systems are essential for</p> <p>A. Day-to-day operation of an organization. B. Providing statutory information. C. Top level strategic decision making. D. Ensuring that organizations are profitable.</p> <p>ANSWER: C</p>
	<p>30. Computer information system are most successful in providing information for</p> <p>A. Control decisions B. Planning decision C. Strategic decision D. Design decision</p>

	ANSWER: A
	<p>31. Close System Cycle defined as</p> <ul style="list-style-type: none"> A. Which is System cycle does not need any output. B. Able to modify their own output flows based on feedback. C. Able to modify their own output flows based on process. D. Able to modify their own output without any process. <p>ANSWER: B</p>
	<p>32. Information is transformed into _____ to make decisions.</p> <ul style="list-style-type: none"> A. Data B. Information C. Knowledge D. File <p>ANSWER: C</p>
	<p>33. Mathematical models are developed by</p> <ul style="list-style-type: none"> A. doing mathematical calculation B. exploring the relationships with data. C. developing mathematical logic D. exploiting the relationships among system control variables ,parameters and evaluation metrics. <p>ANSWER: D</p>
	<p>34. BI supports _____ for data.</p> <ul style="list-style-type: none"> A. Files B. Data Marts & Data Warehouse. C. Data Mining D. System database <p>ANSWER: B</p>
	<p>35. The fourth phase of the BI cycle involves performances measurement_____</p> <ul style="list-style-type: none"> A. Design B. Evaluation C. Intelligence D. Graph <p>ANSWER: B</p>

	<p>36. _____ technologies enabling factors that have facilitate development of BI with complex organizations</p> <ul style="list-style-type: none"> A. Application B. System C. business information D. Hardware and Software <p>ANSWER: D</p>
	<p>37. Phases are in Decision making process</p> <ul style="list-style-type: none"> A. Intelligence, Design, Choice, Implementation, Control. B. Design, Develop, Apply C. Data, Process, Develop, Implement, Control D. Search, Sort, Design, Develop, Implement <p>ANSWER: A</p>
	<p>38. Decisions can be classified into their _____</p> <ul style="list-style-type: none"> A. concept and thoughts B. Supply and Demand C. Nature and Scope D. Techniques <p>ANSWER: C</p>
	<p>39. Knowledge Management increase in the _____</p> <ul style="list-style-type: none"> A. no. of options considered. B. no. of difficulties considered C. no. of risks considered D. no. of models considered <p>ANSWER: A</p>
	<p>40. Business intelligence allows making _____ and timely decisions.</p> <ul style="list-style-type: none"> A. Effective B. Correct C. Right D. Beneficiary <p>ANSWER: A</p>
	<p>41. It is necessary to recognize and accurately spell out the problem in _____ phase in the Cycle of a business intelligence analysis</p> <ul style="list-style-type: none"> A. Analysis

	<p>B. Decision C. Insight D. Evaluation</p> <p>ANSWER: A</p>
	<p>42. ETL process consists of Extract, _____ and Load</p> <p>A. Translate B. Transmit C. Track D. Transform</p> <p>ANSWER: D</p>
	<p>43. Analysis, Design, Planning and _____ are the Phases in the development of a business intelligence system</p> <p>A. Implementation B. Control C. Implementation and control D. Coding</p> <p>ANSWER: C</p>
	<p>44. The evaluation metrics can be categorized into two main classes - effectiveness and _____.</p> <p>A. Perfection B. Performance C. Concreteness D. Correctness</p> <p>ANSWER: B</p>

	<p>45. Depending on scope, decisions can be classified as strategic, tactical and _____</p> <p>A. Accurate B. Sequential C. Operational D. Procedural</p> <p>ANSWER: C</p>
	<p>46. A decision support system has been defined as an interactive computer system helping decision makers to combine data and _____ to solve semi-structured and unstructured problems.</p> <p>A. Information B. Model C. Knowledge D. Experience</p> <p>ANSWER: B</p>
	<p>47. A DSS must be _____ and adaptable</p> <p>A. Flexible B. Adjustable C. Changeable D. Knowledgeable</p> <p>ANSWER : A</p>
	<p>48. Usage of data by _____ organizations that is improper and does not respect the individuals' right to privacy should not be tolerated</p> <p>A. Public B. Private C. Public and Private D. Government</p> <p>ANSWER : C</p>
	<p>49. _____ decisions affect only parts of an enterprise and are usually restricted to a single department.</p> <p>A. Strategic B. Operational C. Ethical</p>

	<p>D. Tactical</p> <p>ANSWER : D</p>
	<p>50. _____ decisions refer to specific activities carried out within an organization and have a modest impact on the future.</p> <p>A. Strategic B. Operational C. Ethical D. Tactical</p> <p>ANSWER : B</p>
	<p>51. What is MDX:</p> <p>A. (MDX) is a query language for online transaction processing (OLTP) using a database management system.</p> <p>B. (MDX) is a query language for online analytical processing (OLAP) using a database management system.</p> <p>C. (MDX) is a query language for online analytical processing (OLAP) using a power BI.</p> <p>D. (MDX) is a structure language for online analytical processing (OLAP) using a database management system.</p> <p>Answer: B</p>
	<p>52. Fullform of MDX:</p> <p>A. Multidimensional Expressions B. Multidata Expressions C. Multidirect Expressions D. Multidimensional Exponential</p> <p>Answer:A</p>

53. Data warehouse is also known as _____

- A. Enterprise data warehouse
- B. Enter data warehouse
- C. Extra data warehouse
- D. Easy data warehouse

Answer: A

54. Full form of OLAP:

- A. Online analytical process
- B. Online analog process
- C. Online anal process
- D. Online analogy process

Answer: A

55. What is explain by given figure:



- A. Features of business intelligence
- B. Features of power BI
- C. Features of Data warehouse

	<p>D. Features of data explosion</p> <p>Answer:B</p>
<p>Unit -02</p>	
	<p>Q. 1 What is a model?</p> <p>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</p> <p>Correct answer: A</p>
	<p>Q. 2 A material representation of a real system, whose behaviour is imitated for the purpose of the analysis is called as ?</p> <p>A. Analogical Model B. Iconic Model C. Symbolic Model D. Static Model</p> <p>Correct answer: B</p>
	<p>Q. 3 In which model some input information represents random events characterized by a probability distribution?</p> <p>A. Stochastic B. Iconic C. Symbolic D. Static</p> <p>Correct answer: A</p>
	<p>Q.4 What is allowed by Sensitivity and Scenario analyses be assessed ?</p> <p>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.</p> <p>Correct answer: D</p>

	<p>Q. 5 Which model observes the status of a system only at the beginning or at the end of discrete intervals ?</p> <p>A. Discrete-time dynamic models B. Static-time dynamic models C. Symbolic -time dynamic models D. Iconic-time dynamic models</p> <p>Correct answer: A</p>
	<p>Q. 6 The purpose of explanatory models is to functionally identify a possible relationship between a dependent variable and _____ ?</p> <p>A. a set of positive attributes B. a set of negative attributes C. a set of neutral attributes D. a set of independent attributes</p> <p>Correct answer: D</p>
	<p>Q. 7 Which is one of the primary objective of mathematical models ?</p> <p>A. to identify regular patterns in the data B. to identify irregular patterns in the data C. to identify negative patterns in the data D. to identify neutral patterns in the data</p> <p>Correct answer: A</p>
	<p>Q.8 The conceptual paradigm outlined determines a wide and popular class of mathematical models for decision making, represented by _____ models</p> <p>A. optimization models B. stochastic models C. supervised models D. iconic models</p> <p>Correct answer: A</p>
	<p>Q.9 What is the aim of Data Mining?</p> <p>A. extracting information and knowledge B. useful for knowledge workers in decision making C. extracting raw data D. Both A & B</p> <p>Correct answer: D</p>

	<p>Q.10 On which learning methods the Data Mining method is based?</p> <p>A. inductive learning methods B. deductive learning methods C. basic learning methods D. comprehensive learning methods</p> <p>Correct answer: A</p>
	<p>Q.11 What is the purpose of Interpretation?</p> <p>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 A & B</p> <p>Correct answer: D</p>
	<p>Q.12 Classification Trees or Association Rules are also called as?</p> <p>A. machine learning B. knowledge discovery in databases C. deep learning D. A & B</p> <p>Correct answer: D</p>
	<p>Q.13 Which is the last Phases of mathematical models for decision making</p> <p>(a) Problem Identification (b) Implementation and Testing (c) Model Formation (d) Development of Algorithm</p> <p>Answer b</p>
	<p>Q.14 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.</p> <p>a. Risk analysis models b. Optimization models c. Pattern recognition Models d. Waiting line models</p> <p>Answer C</p>
	<p>Q.15 In which Mathematical mode the decision maker is required to choose among a number of available alternatives.</p> <p>a. Risk analysis models b. Optimization models</p>

	<p>c. Pattern recognition Models d. Waiting line models</p> <p>Answer A</p>
	<p>Q.16 Which of the statement is not true about Data Mining?</p> <p>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</p> <p>Answer b</p>
	<p>Q.17 Which is not the Phase of data Mining Process</p> <p>A. Data Gathering B. Selection of Attributes C. Prediction and interpretation D. Data Discarding</p> <p>Answer D</p>
	<p>Q.18 Data Inception Means</p> <p>(a) inspection of each missing value (b) identify missing values (c) replacement of missing Data (d) discard all records</p> <p>Answer a</p>
	<p>Q.19 Data Elimination Means</p> <p>(a) inspection of each missing value (b) identify missing values (c) replacement of missing Data (d) discard all records</p> <p>Answer d</p>

	<p>Q.20 Data mining activities can be subdivided into two major investigation streams , which are</p> <ol style="list-style-type: none"> Interpretation and Sampling Interpretation and Prediction. Forecast and Prediction Forecast and Interpretation <p>Answer b.</p>
	<p>Q.21 Which is the Application of Data Mining .</p> <ol style="list-style-type: none"> Fraud Detection Risk Analysis Both a & b Only b <p>Answer C</p>
	<p>Q.22 The conceptual paradigm outlined determines a wide and popular class of mathematical models for decision making, represented by optimization models.</p> <ol style="list-style-type: none"> Project management model learning model Predictive model optimization model <p>Answer d</p>
	<p>Q.23 A number of techniques originated in the field of computer science, such as classification trees or association rules, and are referred to as _____</p> <ol style="list-style-type: none"> machine learning or knowledge discovery in databases Deep learning machine learning or knowledge recovery in databases. Deep learning or knowledge discovery in databases. <p>Answer a</p>
	<p>Q.24 _____ methods are based on the contributions of various disciplines, such as business organization, behavioral psychology and operations research.</p> <ol style="list-style-type: none"> Project management model learning model Predictive model optimization model <p>Answer a</p>

	<p>Q.25 A significant proportion of the models used in business intelligence systems, such _____models, require input data concerned with future events.</p> <p>a. Project management model b. learning model c. Predictive model D.optimization model</p> <p>Answer c</p>
	<p>Q.26 _____ learning analyses are not guided by a target attribute.</p> <p>a. Supervised b. Guided c. Unguided d. Unsupervised</p> <p>Answer d</p>
	<p>Q.27 Once a mathematical model has been defined, one will naturally wish to proceed with its solution to assess decisions and to select the best alternative.</p> <p>a. Development of algorithms b. Mathematical relationships c. Numerical parameters d. Evaluation criteria</p> <p>Answer a</p>
	<p>Q.28 _____are categorical attributes in relation to which a specific property can be true or false.</p> <p>a.Counts b.Nominal c.Numerical d.Ordinal</p> <p>Answer: a</p>
	<p>Q.29 Which attributes are categorical attributes without a natural ordering, such as the province of residence.</p> <p>a.Counts b.Nominal c.Numerical d.Ordinal</p> <p>Answer: b</p>
	<p>Q.30 which attributes are numerical attributes that assume a finite number or a countable infinity of values.</p> <p>A.counts B. Discrete c.Numerical d.Ordinal</p>

	<p>Answer: b</p>
	<p>Q.31 The purpose of a data mining process is some-times to provide a simple and concise representation of the information stored in a _____.</p> <p>A.small dataset b.large dataset. C. numeric dataset D.stored dataset</p> <p>Answer: b</p>
	<p>Q.32 It is possible to discard ____ records for which the values of one or more attributes are missing.</p> <p>A.All b.some C. combined D. half</p> <p>Answer: a</p>
	<p>Q.33 Most learning models benefit from a preventive standardization of the data, also called_____.</p> <p>A.normalization b.de-normalize C. data segregation D. data prevention</p> <p>Answer: A</p>
	<p>Q.34 Transformations of this kind are usually referred to as feature _____.</p> <p>a. Transformations b. Extraction c. Scaling d. Standardization</p> <p>Answer:b</p>
	<p>Q.35 The use of such methods will be explained within the classification methods called _____.</p> <p>A K-means B K-nearest C. support vector machines D. Normalization</p> <p>Answer: c</p>

	<p>Q.36 The purpose of feature selection, also called _____.</p> <p>a. feature reduction b. feature compression c. feature normalization d. feature denormalization</p> <p>Answer: a</p>
	<p>Q.37 An _____ model is a material representation of a real system, whose behavior is imitated for the purpose of the analysis.</p> <p>A. Iconic B. b. Analogical C. .Symbolic D. Stochastic</p> <p>Answer: a</p>
	<p>Q.38 A model is called _____ when all input data are supposed to be known a priori and with certainty.</p> <p>A. iconic B. analogical c. deterministic D. static</p> <p>Answer: c</p>
	<p>Q.39 _____ models consider a given system through several temporal stages, corresponding to a sequence of decisions.</p> <p>A. iconic B. analogical c. deterministic d. Dynamic</p> <p>Answer: d</p>
	<p>Q.40 The term _____ theory is reserved for the variety of mathematical models and methods that can be found at the core of each datamining analysis and that are used to generate new knowledge.</p> <p>A. mathematical learning B. machine learning C. deep learning D. static learning</p> <p>Answer: a</p>
	<p>Q.41 Continuous attributes are numerical attributes that assume an uncountable _____ of values.</p> <p>A. infinity B. zero C. first D. non-zero</p> <p>Answer: a</p>
	<p>Q.42 Training of the models is carried out using a sample of records extracted from the _____.</p>

	<p>a. Duplicate dataset b. original dataset c. Training dataset d. Result dataset Answer:b</p>
	<p>Q.43 An _____in the company information systems, expected to supervise the access to the information sources. a.expert B.trainer C.developer D.tester Answer: a</p>
	<p>Q.44 Trough which the effort of representation is justified by the remarkable conciseness of the information achieved . A.through a well-designed documentation B.through a class diagram C.through a well-designed chart D. through a well-designed journal Answer: c</p>
	<p>Q.45 Data may contain erroneous or anomalous values, which are usually referred to as_____ A.Noise B.outliers C.Inconsistencies d.Reduction Answer:b</p>
	<p>Q.46 estimate procedures can become rather complex and time-consuming for a large dataset with a high percentage of_____ A Training data B. missing data C.result data D. expert data Answer: b</p>
	<p>Q.47 whichtechnique uses this equation:</p>

$$x_{\text{norm}} = \frac{x - \min(x)}{\max(x) - \min(x)}$$

- A. Min-max standardization
- B. z- score
- C. standardisation
- d. zero scaling

Answer: B

Q.48 _____ methods select the relevant attributes before moving on to the subsequent learning phase, and are therefore independent of the specific algorithm being used.

- A. Filter
- B. embedded
- C. wrapper
- D. Scaling

Answer: A

Q.49 how many distinct myopic search schemes are followed?

- A. two
- B. four
- C. three
- D. one

Answer: c

Q.50 Data mining projects differ in many respects from both classical statistics and _____ analyses.

- A. OLAP
- B. OLTP
- C. OLAM
- D. HOLAP

Answer: a

Q.51 Which of the following is a dimension reduction technique?

- a) Sampling
- b) Box plot
- c) Principal component analysis
- d) Z – Test

Answer: C

	<p>Q.52 Which of the following is not an objective of PCA?</p> <p>a) To reduce attribute space from a larger number of variables to a smaller number of variables</p> <p>b) To identify new meaningful underlying variables</p> <p>c) To convert a set of observations of possibly uncorrelated variables into a set of values of linearly correlated variables</p> <p>d) To reduce number of dimensions</p> <p>Answer: C</p>
	<p>Q.53 The first principal component in PCA is obtained by means of _____ associated with the maximum eigenvalues.</p> <p>a) Eigenvalues</p> <p>b) Eigen vectors</p> <p>c) Eigenvalues and Eigenvectors</p> <p>d) Vector addition</p> <p>Answer: B</p>
	<p>Q.54 The full form for PCA is</p> <p>a) Principal Component Analysis</p> <p>b) Principle Component Analysis</p> <p>c) Partition Component Analysis</p> <p>d) Partial Component Analysis</p> <p>Answer: A</p>
	<p>Q.55 Why is dimensionality reduction useful?</p> <p>a) To achieve parsimony</p> <p>b) To avoid overfitting</p> <p>c) It reduces processing time</p> <p>d) To achieve parsimony, To avoid overfitting, It reduces processing time</p> <p>Answer: D</p>
UNIT-03	
Unit-03	<p>1. Classifications models are used to generate _____ that allow the target class of future examples to be predicted.</p> <p>A. a set of rules</p> <p>B. a set of results</p> <p>C. a set of predicted variables</p> <p>D. a set of misclassified variables</p> <p>Answer: A</p>

	<p>2. The target attribute is also called as _____</p> <ul style="list-style-type: none"> A. Class or Label B. Goal C. Leaf D. Variable <p>Answer: A</p>
	<p>3. If the instances belong to two classes only, the classification is called as _____</p> <ul style="list-style-type: none"> A. Binary Classification B. Multiclass Classification C. Multicategory Classification D. Unary Classification <p>Answer: A</p>
	<p>4.If the instances belongs to more than two classes than the classification is called as _____</p> <ul style="list-style-type: none"> A. Binary Classification B. Unary Classification C. Binary or Unary Classification D. Multicategory or Multiclass Classification <p>Answer: D</p>
	<p>5.A prediction is obtained by applying the _____ during the training phase to the explanatory variables that describe the new instance.</p> <ul style="list-style-type: none"> A. Rules generated B. Variables generated C. Values generated D. Labels generated <p>Answer: A</p>
	<p>6.In the development of classification model Test phase comes after _____</p> <ul style="list-style-type: none"> A. Training Phase B. Prediction Phase C. Development phase D. Identification Phase <p>Answer: A</p>
	<p>7.Which model is not the category of the classification models?</p> <ul style="list-style-type: none"> A. Heuristic Models B. Separation Models C. Probabilistic Models D. Prediction Models <p>Answer: C</p>

	<p>8. In $f(x) = \text{sgn}(g(x))$, where $\text{sgn}(\cdot)$ is a function indicating the sign of its argument, it takes the values of the two classes _____</p> <p>A. $\{-1, 1\}$ B. $\{0, 1\}$ C. $\{1, 0\}$ D. $\{-1, -2\}$</p> <p>Answer: A</p>
	<p>9. Among the following which method guarantees that each observation of the dataset appears the same number of times in the training set and exactly once in the test set.</p> <p>A. Cross Validation B. Holdout method C. Repeated Random Sampling D. Holdout method and Repeated Random Sampling</p> <p>Answer: A</p>
	<p>10. Which of the following is not true about Classification Matrix?</p> <p>A. Most accuracy measures are derived from the classification matrix B. Classification matrix is also called as confusion matrix C. It summarizes only incorrect classifications D. Rows and columns of the classification matrix correspond to the true and predicted classes</p> <p>Answer: C</p>
	<p>11. Which of the following is correct formula for accuracy?</p> <p>A. $\text{Accuracy} = (p + v)/m$ B. $\text{Accuracy} = p/(p + q)$ C. $\text{Accuracy} = q/(p + q)$ D. $\text{Accuracy} = (p + u)/m$</p> <p>Answer: A</p>
	<p>12. True negative rate is calculated by the formula:</p> <p>A. $tn = p/(p + q)$ B. $tn = q/(p + q)$ C. $tn = u/(u + v)$ D. $tn = p/(p + p)$</p> <p>Answer: A</p>
	<p>13. The precision is the proportion of _____ positive examples.</p> <p>A. Correctly classified B. Misclassified C. Actually classified D. Occasionally classified</p> <p>Answer: A</p>

	<p>14. The F-Measure is equal to zero if all the predictions are _____</p> <p>A. Incorrect B. Correct C. Partially correct D. Partially incorrect</p> <p>Answer: A</p>
	<p>15. In the formula for F-Measure, $F = \frac{(\beta^2 - 1)tp \times prc}{\beta^2 prc + tp}$ the value of β belongs to _____</p> <p>A. $[0, \infty)$ B. $[0, 1]$ C. $[-1, 1]$ D. $[0, 1)$</p> <p>Answer: A</p>
	<p>16. The correct formula for the Geometric mean is _____</p> <p>A. $gm = \sqrt{tp \times prc}$ B. $gm = \sqrt{tp \times tn}$ C. $gm = \sqrt{t \times tp}$ D. $gm = \sqrt{tp \times tp}$</p> <p>Answer: A</p>
	<p>17. ROC in performance metrics stands for?</p> <p>A. Reverse operating characteristic B. Receiver operating characteristic C. Remote operating characteristic D. Revise operating characteristic</p> <p>Answer: B</p>
	<p>18. For two class classifiers, if the probability of a record being a class 1 member is greater than 0.5, then that record is classified as</p> <p>A. 1 B. 0 C. 1 and 0 D. -1</p> <p>Answer: A</p>
	<p>19. Typically, classification matrix considers-</p> <p>A. Actual Class B. Predicted Class C. Actual Class and Predicted Class D. Target class</p> <p>Answer: C</p>
	<p>20. For a record i, prediction error can be calculated as-</p> <p>A. predicted value- actual value B. actual value - predicted value C. actual value+ predicted value</p>

	<p>D. predicted value \times actual value</p> <p>Answer: B</p>
	<p>21. Which of the following is a graphical way to assess predictive performance?</p> <p>A. Pie Chart B. Box plot C. Histogram D. Lift curve</p> <p>1. Answer: D</p>
	<p>22. ROC chart is a _____ plot.</p> <p>A. Two-dimensional B. One-dimensional C. Multi-dimensional D. Three-dimensional</p> <p>2. Answer: A</p>
	<p>23. In ROC chart the proportion of false positive fp is on _____ and the proportion of true positive tp is on _____</p> <p>A. The horizontal axis, the vertical axis B. The vertical axis, the horizontal axis C. The horizontal axis, the x-axis D. The vertical axis, the y-axis</p> <p>3. Answer: A</p>
	<p>24. All of the following steps are part of Naïve Bayes method except-</p> <p>A. Find all the other records where the predictor values are same B. Determine what classes they all belong to and which is more prevalent C. Assign that class to the old record D. Express the probability as $p(x y) = \prod_{j=1}^n p(x_j y)$</p> <p>4. Answer: C</p>
-	<p>25. Which of the following is a basis of Naïve Bayes method?</p> <p>A. Pie Chart B. Regression C. Conditional Probability D. Pivot Table</p> <p>Answer: C</p>
	<p>26. Which of the following is necessary to establish in Naïve Bayes method?</p> <p>A. Beta Value B. Cut-off Probability C. Alpha value D. Gamma Value</p> <p>Answer: B</p>

	<p>27. Which of the following is an advantage of Naïve Bayes classifier?</p> <ul style="list-style-type: none"> A. Simplicity B. Computational efficiency C. Good classification performance D. Simplicity, Computational efficiency, Good classification performance <p>Answer: D</p>
	<p>28. Which of the following is not true for Bayes model for classification?</p> <ul style="list-style-type: none"> A. Predictors should also be categorical B. Numerical variables need not to be converted into categorical C. Naïve Bayes classifiers are highly scalable D. All the records are used instead of relying on just the matching records <p>Answer: B</p>
	<p>29. Naïve Bayes formula works well for-</p> <ul style="list-style-type: none"> A. Prediction B. Classification C. Association D. Clustering <p>Answer: B</p>
	<p>30. Naïve Bayes formula works well for-</p> <ul style="list-style-type: none"> A. Prediction B. Classification C. Association D. Clustering <p>Answer: B</p>
	<p>31. In Logistic regression technique input features can be</p> <ul style="list-style-type: none"> A. Quantitative B. Qualitative C. Quantitative and Qualitative D. Only numeric <p>Answer: C</p>
	<p>32. Function which is used to bound the probability of x between 0 and 1?</p> <ul style="list-style-type: none"> A. Log function B. Sigmoid function C. Sine D. Cosine <p>Answer: B</p>

	<p>33. The confusion matrix for a binary classifier gives</p> <ul style="list-style-type: none"> A. True Positives, true negatives B. False Positives, false negatives C. True Positives, true negatives, false Positives, false negatives D. True negatives <p>Answer: C</p>
	<p>34. In confusion matrix, which one of the following is called as power of the test?</p> <ul style="list-style-type: none"> A. True negative B. True positive C. False positive D. False negative <p>Answer: A</p>
	<p>35. Logistic regression is applicable for:</p> <ul style="list-style-type: none"> A. Classification B. Profiling C. Clustering D. Classification, profiling <p>Answer: D</p>
	<p>36. Logistic regression is a _____ regression technique that is used to model data having a _____ outcome</p> <ul style="list-style-type: none"> A. Linear, numeric B. Linear, binary C. Nonlinear, numeric D. Nonlinear, binary <p>Answer: D</p>
	<p>37. Which of the following methods do we use to best fit the data in Logistic Regression?</p> <ul style="list-style-type: none"> A. Least Square Error B. Maximum Likelihood C. Jaccard distance D. Euclidean distance <p>Answer: B</p>
	<p>38. In logistic regression the logit is:</p> <ul style="list-style-type: none"> A. The natural logarithm of the odds B. An instruction to record the data C. A logarithm of a digit D. The cube root of the sample size <p>Answer: A</p>
	<p>39. Maximum likelihood estimation methods work for:</p> <ul style="list-style-type: none"> A. Logit B. Probit C. Logit, Probit D. Least Square Error

	<p>Answer: C</p> <p>40. If x_1, x_2 are independent variables and y the dependent variable, which of the following represents a linear regression model?</p> <p>A. $y = a_0 + a_1/x_1 + a_2/x_2$ B. $y = a_0 + a_1x_1 + a_2x_2$ C. $y = a_0 + a_1x_1 + a_2x_2^2$ D. $y = a_0 + a_1x_1^2 + a_2x_2$</p> <p>Answer: B</p>
	<p>41. Layers between the input and output layers are known as:</p> <p>A. Multilayer B. Resultant layer C. Hidden layer D. Output layer</p> <p>Answer: C</p>
	<p>42. In feed- forward networks, the connections between layers are _____ from input to output.</p> <p>A. Bidirectional B. Unidirectional C. Multidirectional D. Directional</p> <p>Answer: A</p>
	<p>43. Which of the following statement is NOT true about clustering?</p> <p>A. It is a supervised learning technique B. It is an unsupervised learning technique C. It uses clusters for data analysis. D. It groups the data</p> <p>Answer: A</p>
	<p>44. Which of the following is true about cluster analysis?</p> <p>A. Clustering is referred to as an unsupervised learning method. B. It can't uncover previously undetected relationships in a complex dataset. C. Cluster analysis is the process of ungrouping objects into subsets that have meaning in the context of a particular problem D. Clustering is referred to as a supervised learning method.</p> <p>Answer: D</p>
	<p>45. _____ is a clustering procedure characterized by the development of a tree-like structure.</p> <p>A. Non-hierarchical clustering B. Hierarchical clustering C. K-Means clustering D. K-Medoids clustering</p> <p>Answer: B</p>

	<p>46. HAC stands for-</p> <ul style="list-style-type: none"> A. Hierarchical aggregative clustering B. Hierarchical agglomerative clustering C. Heightened agglomerative clustering D. Hierarchical absolute clustering <p>Answer: B</p>
	<p>47. Which statement is not true about cluster analysis?</p> <ul style="list-style-type: none"> A. Objects in each cluster tend to be similar to each other and dissimilar to objects in the other clusters. B. Cluster analysis is also called classification analysis or numerical taxonomy. C. Groups or clusters are suggested by the data, not defined a priori. D. Cluster analysis is a technique for analyzing data when the criterion or dependent variable is categorical and the independent variables are interval in nature. <p>Answer: D</p>
	<p>48. A _____ is a tree diagram for displaying clustering results. Vertical lines represent clusters that are joined together.</p> <ul style="list-style-type: none"> A. Dendrogram B. Scatter plot C. Scree plot D. Histogram <p>Answer: A</p>
	<p>49. Which of the following will be Euclidean Distance between the two data point A(1, 3) and B(2, 3)?</p> <ul style="list-style-type: none"> A. 1 B. 2 C. 4 D. 8 <p>Answer: A</p>
	<p>50. Which of the following is an advantage of choosing $k > 1$?</p> <ul style="list-style-type: none"> A. Maximizes misclassification rate B. Provides smoothing that reduces the risk of over fitting C. Minimizes classification rate D. Doesn't maximize classification rate <p>Answer: B</p>
	<p>51. The aim of clustering models is to subdivide the records of a dataset into _____</p> <ul style="list-style-type: none"> A. Homogeneous groups B. Heterogeneous groups C. Learning groups. D. Problem-Solving groups <p>Answer: A</p>

	<p>52. From the following which method is not the clustering method?</p> <p>A. Partition B. Hierarchical C. Density based D. Divide-and-conquer based</p> <p>Answer: D</p>
	<p>53. Which clustering method develops a subdivision of the given dataset into a predetermined number K of non empty subset?</p> <p>A. Partition method B. Hierarchical method C. Density-based method D. Grid method</p> <p>Answer: A</p>
	<p>54. _____ Method derives clusters from the number of observations locally falling in a neighborhood of each observation.</p> <p>A. Partition method B. Hierarchical method C. Density-based method D. Grid method</p> <p>Answer: C</p>
	<p>55. Grid methods first derive a _____ of the space of the observations, obtaining a grid structure consisting of cells.</p> <p>A. Discretization B. Digitization C. Characterization D. Standardization</p> <p>Answer: A</p>
	<p>56. clustering problems actually belong to the class of _____</p> <p>A. NP-hard B. NP-complete C. Complicated problem D. Complex problem</p> <p>Answer: A</p>
	<p>57. Euclidean distance between the vector associated with the pair of observations x_i and x_k is calculated by the formula _____.</p> <p>A. $\text{dist}(x_i, x_k) = \sqrt{\sum_{j=1}^n (x_{ij} - x_{kj})^2}$ B. $\text{dist}(x_i, x_k) = \sqrt{\sum_{j=1}^n (x_{ij} + x_{kj})^2}$ C. $\text{dist}(x_i, x_k) = \sqrt{\sum_{j=1}^n (x_{ij} \times x_{kj})^2}$</p>

	<p>D. $\text{dist}(x_i, x_k) = \sqrt{\sum_{j=1}^n (x_{ij} - x_{kj})^3}$</p> <p>Answer: A</p>
	<p>58. Formula for Manhattan distance using two dimensional example is:</p> <p>A. $\text{dist}(x_i, x_k) = \sum_{j=1}^n x_{ij} - x_{kj}$</p> <p>B. $\text{dist}(x_i, x_k) = \sum_{j=1}^n x_{ij} + x_{kj}$</p> <p>C. $\text{dist}(x_i, x_k) = \sum_{j=1}^n x_{ij} - x_{kj} ^2$</p> <p>D. $\text{dist}(x_i, x_k) = \sum_{j=1}^n x_{ij} - x_{kj} ^{-2}$</p> <p>Answer: A</p>
	<p>59. The formula $\text{dist}(x_i, x_k) = \sqrt[q]{\sum_{j=1}^n x_{ij} - x_{kj} ^q}$ shows:</p> <p>A. Euclidean distance</p> <p>B. Manhattan distance</p> <p>C. Minkowski distance</p> <p>D. Cosine distance</p> <p>Answer: C</p>
	<p>60. _____ distance depends on the angle formed by the vectors associated with the observation.</p> <p>A. Minkowski</p> <p>B. Manhattan</p> <p>C. Euclidean</p> <p>D. Arccosine</p> <p>Answer: D</p>
	<p>61. Partition algorithms usually stop when</p> <p>A. During the same iteration no reallocation occurs, subdivision appears stable with respect to the evaluation criterion chosen.</p> <p>B. Subdivisions appear unstable</p> <p>C. Reallocation occurs and subdivision appears unstable</p> <p>D. All the observation are assigned to the cluster</p> <p>Answer: A</p>
	<p>62. The subdivision of the hierarchical methods are</p> <p>A. Agglomerative and divisive</p> <p>B. Partition and divisive</p> <p>C. Partition and agglomerative</p> <p>D. Distance based and density based</p> <p>Answer: A</p>

UNIT-04

Unit-04	<p>1. Which of the following is not a component of Relational Marketing</p> <ul style="list-style-type: none">a. Organizationb. BI and Data Miningc. Technologyd. Fund <p>Answer: d</p>
	<p>2. Which of the following is true:</p> <ul style="list-style-type: none">a. Intensity of Relation is low for B2Cb. Intensity of Relation is low for B2Bc. Intensity of Relation is high for B2Cd. Does not depend on whether it is B2B or B2C. <p>Answer: a</p>
	<p>3. Which of the following is not included in Cycle of Relational Marketing Analysis:</p> <ul style="list-style-type: none">a. Collecting information on Customersb. Identifying their needsc. Paying themd. Planning based on knowledge <p>Answer: c</p>
	<p>4. Which of the following is not a stage in “Lifetime of a Customer”</p> <ul style="list-style-type: none">a. Acquisitionb. Cross/Up Sellingc. Retentiond. Bargaining <p>Answer: d</p>
	<p>5. Which of the following is not part of Web Mining:</p> <ul style="list-style-type: none">a. Content Miningb. Structure Miningc. Database Miningd. Usage Mining <p>Answer: c</p>
	<p>6. Which of the following is False for Supply Chain</p> <ul style="list-style-type: none">a. It is network of connected and interdependent organizational unitsb. Strong Coordination is requiredc. It improves flow of materials if it is effectived. Suppliers are given priority

	<p>Answer: d</p>
	<p>7. Which of the following is not an optimization model?</p> <ul style="list-style-type: none"> a. Extra Capacity b. Maximum Fixed Cost c. Backlogging d. Multiple Plants <p>Answer: b</p> <p>8. It is a managerial Policy whose purpose is to maximize profit through an optimal balance between demand and supply.</p> <ul style="list-style-type: none"> a. Management insight b. Economic System c. Sales System d. Revenue Management System <p>Answer: d</p>
	<p>9. CCR Model stands for:</p> <ul style="list-style-type: none"> a. Charnes-Cooper-Rhodes b. Charley-Common-Rules c. Challenging-Common-Rules d. Cooper-Common-Rules <p>Answer: a</p>
	<p>10. The _____ expresses relationship between the Inputs utilized and Outputs Produced:</p> <ul style="list-style-type: none"> a. Efficiency Function b. Effective Frontier c. Efficient Frontier d. Effective Fact <p>Answer: c</p>
	<p>11. The Relationship Marketing is all about</p> <ul style="list-style-type: none"> a. Creating database value b. Travelling programs c. Maintaining relationship with customer d. Loyalty based on behaviour <p>Ans: C</p>

	<p>12. The goal of an organization should be to</p> <ol style="list-style-type: none"> a. Maintaining existing customers only b. Get more customers and also get more return customers c. Get more potential customers d. Just selling the product <p>Ans : B</p>
	<p>13. Which of the following is not a component of relational marketing strategy?</p> <ol style="list-style-type: none"> a. Strategy b. Data Mining c. Technology d. Customers <p>Answer: D</p>
	<p>14. Which of the following is not a decision-making option for a relational marketing strategy?</p> <ol style="list-style-type: none"> a. Prices b. Distribution Channels c. Product d. Sales Processes <p>Ans: C</p>
	<p>15. Which of the following is not a decision-making option for a relational marketing strategy?</p> <ol style="list-style-type: none"> A. Prices B. Distribution Channels C. Product D. Sales Processes <p>Ans: C</p>
	<p>16. Which of the following statements is true?</p> <ol style="list-style-type: none"> a. A relationship marketing is a collection of software applications. b. A relationship marketing is a coherent project where the various company departments are called upon to cooperate and integrate the managerial culture and human resources c. A relationship marketing is a coherent project where the various company departments are called upon to work using CRM tools d. A relational marketing creates a true data culture in an organization. <p>Answer : B</p>

	<p>17. Which of the following is not an actor of an enterprise relationship system?</p> <ul style="list-style-type: none"> a. Employees b. Customers c. Suppliers d. Competitors <p>Answer: D</p>
	<p>18. Which of the following are the customers of high value?</p> <ul style="list-style-type: none"> a. B2B b. B2C c. B2C2B d. B2B2C <p>Answer: A</p>
	<p>19. The implementation of _____ actions gives rise to low revenue per unit transactions.</p> <ul style="list-style-type: none"> a. Low-cost b. High-cost c. Min-cost d. Max-cost <p>Answer: A</p>
	<p>20. The companies well acquainted with fast delivery at _____ must involve in the direction of increased customization, by introducing more options and variants of products and services offered.</p> <ul style="list-style-type: none"> a. High-cost b. Low-cost c. Zero-cost d. Min-cost <p>Answer: B</p>
	<p>21. _____ analyses for relational marketing purposes are a powerful tool for identifying the segments to be targeted with customized products.</p> <ul style="list-style-type: none"> a. Data b. Data-mining c. Sales d. Market <p>Answer: B</p>

	<p>22. Which of the following databases is not used to store the data into the data mart for relational marketing analysis?</p> <ul style="list-style-type: none"> a. Salesforce database b. Data Warehouse c. OLTP database d. Marketing database <p>Answer: C</p>
	<p>23. Which of the following are the indirect methods that are used to acquire customers data?</p> <ul style="list-style-type: none"> a. Telephonic Conversations b. Display Advertisement Boards c. Sending email to customers d. Talk with Sales Agents <p>Answer: B</p>
	<p>24. Revenue management is a managerial policy whose purpose is to maximize profits through an optimal balance between _____.</p> <ul style="list-style-type: none"> A. Price and product B. Demand and supply C. Raw material D. Employee and organization <p>Answer: B</p>
	<p>25. 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.</p> <ul style="list-style-type: none"> A. Sales B. Sales process C. Backlog D. Execution <p>Answer: C</p>
	<p>26. _____ is concerned with optimising financial results and is especially popular in industries like hospitality, which must contend with high fixed costs and a perishable inventory.</p> <ul style="list-style-type: none"> a. Revenue management b. Revenge management c. Revenue manager d. Rename management <p>answer: A</p>

	<p>27 .CRM stands for_____.</p> <p>a. Customer relationship management b. Customer relationship manager c. Customer relay management d. Custom relationship management</p> <p>Answer: A</p>
	<p>28. _____ is the amount of divisions ordered from a task.</p> <p>a. Efficiency b. Density c. frequency d. threshold</p> <p>Answer: a</p>
UNIT-05	
	<p>Q1. Which among these are the key stages for managing organizational transformation</p> <p>a) Break with the past b) Manage the future c) Both d) Accept current</p> <p>Ans: a</p>
	<p>Q2. _____ represent how you increase the ability of individuals within the organization to influence others with the knowledge.</p> <p>a) People b) Processes c) Technology d) Culture</p> <p>Ans: a</p>
	<p>Q3. It addresses how you choose, configure and utilise tools and automation to enable knowledge management.</p> <p>a) People b) Processes c) Technology d) Culture</p> <p>Ans: c</p>
	<p>Q4. It directs how you transform organizational structures to facilitate and encourage cross discipline awareness and expertise.</p> <p>a) Binding b) Context c) Structure d) Association</p> <p>Ans: c</p>

	<p>Q5. Characteristics of expert systems</p> <p>a)High Performance b)Demonstrating c)Advising d)Diagnosing</p> <p>Ans: a</p>
	<p>Q6. Capabilities of expert systems.</p> <p>a) Reliable b) Demonstrating c) High Responsive d) Understandable</p> <p>Ans: b</p>
	<p>Q7. In-capabilities of expert systems.</p> <p>a) Advising b) Diagnosing c) Interpreting input d) Refining their own knowledge</p> <p>Ans: d</p>
	<p>Q8. Strategy followed for finding cause or reasons.</p> <p>a) Backward Chaining b) Forward Chaining c) Facts d) Decisions</p> <p>Ans: a</p>
	<p>Q9. Strategy followed for working on conclusion, results or effects.</p> <p>e) Backward Chaining f) Forward Chaining g) Facts h) Decisions</p> <p>Ans: b</p>
	<p>Q.10 Levels in ES technology</p> <p>a) Shells b) Design c) Both d) None</p> <p>Ans:a</p>
	<p>Q.11 Knowledge Management Activity aims at</p> <p>a) Total turning test b) The rational agent approach c) To build knowledge infrastructure d) Thinking humanly</p> <p>Answer: c</p>

	<p>Q.12 Knowledge is _____ resource.</p> <p>A. Replaceable B. Draining C. Exhaustible D. Depleting Correct answer A</p>
	<p>Q.13 Who is the person who is responsible for making knowledge management effort in an organization .</p> <p>A. CIO B. CEO C. CKO D. CKE Correct answer C</p>
	<p>Q.14 Human use content memory and thinking whereas, robots are using the _____, designed by scientists.</p> <p>A. Knowledge B. Data C. built-in instruction D. High Level Information Correct answer C</p>
	<p>Q.15 Which of the following is not a component of ES .</p> <p>A. Knowledge Base B. Inference Engine C. User Interface D. High-level Data Correct answer D</p>
	<p>Q.16 _____ is required to exhibit intelligence.</p> <p>A. Data B. Knowledge C. Information D. High-quality data Correct answer B</p>

	<p>Q.17 Forward Chaining Strategy is used by _____ to recommend a solution.</p> <p>A. Inference Engine B. Knowledge Engine C. Expert Engine D. Forward Engine Correct answer A</p>
	<p>Q.18 In which of the following steps of expert system development, the knowledge should be represented in IF-THEN-ELSE rules form?</p> <p>A. System Design B. Expert System Development and Completion C. Prototype Development D. Problem Domain Identification Correct answer C</p>
	<p>Q.19 Who introduced the term “Artificial Intelligence”</p> <p>A. Arthur Samule B. Marvin Lee Minsky C. Jhon McCarthy D. E. F. Codd Correct answer C</p>
	<p>Q.20 KDD Stands for :</p> <p>A. Knowledge Discovery Data B. Knowledge Discovery in Database C. Knowledge Database Discovery D. Knowledge Data Discovery Answer D</p>
	<p>Q.21 which one of the following is not a type of Knowledge</p> <p>A. Declarative Knowledge B. Procedural Knowledge C. Tactic Knowledge D. Collective Knowledge Correct answer D</p>
	<p>Q.22 What kind of signal is used in speech recognition?</p> <p>a) Electromagnetic signal b) Electric signal c) Acoustic signal</p>

	<p>d) Radar Answer: c</p>
	<p>Q.23 A _____ is nothing but an expert system without knowledge base. a) Tools b) Expert System c) shell d) knowledge Answer: c</p>
	<p>Q.24 Data, information, and past experience combined together are termed as _____. a) Inference b) Acquisition c) vision d) knowledge Answer: d</p>
	<p>Q.25 The advantage of AI over Natural Intelligence are a) Fabulous speed b) Less biased c) Error prone d) a & b Answer: d</p>
	<p>Q.26 Which is the key area in which Knowledge Management is applied a) Technological Advances b) Inference Engine c) Globalization of Business d) a & c Answer: d</p>
	<p>Q.27 Which is the key area in which Knowledge Management is applied a) Technological Advances b) Inference Engine c) Globalization of Business d) a & c Answer: d</p>

	<p>Q.28 Which of the following is not a benefits of Expert Systems?</p> <p>a) Availability b) Speed c) Time d) Less Error Rate</p> <p>Answer: c</p>
	<p>Q.29 What is the form of Knowledge representation?</p> <p>a) IF-THEN b) IF-THEN-ELSE c) IF-ELSE d) ELSE</p> <p>Answer: b</p>
	<p>Q.30 Which of the following is not a Capabilities of Expert Systems?</p> <p>a) Advising b) Demonstrating c) Explaining d) Expanding</p> <p>Answer : d</p>
	<p>Q.31 The challenges faced by Knowledge Management System are_____</p> <p>a) Psychology b) Communication and Collaboration c) Control theory and cybernetics d) Computer Engineering</p> <p>Answer: b</p>
	<p>Q.32 Knowledge Management Activity aims at</p> <p>a) Total turning test b) The rational agent approach c) To build knowledge infrastructure d) Thinking humanly</p> <p>Answer: c</p>
	<p>Q.33 Lengthy information is presented in _____ or graphical format and stored in appropriate form in summarizing step of knowledge management process.</p> <p>(a) Unorganised (b) Tabular</p>

	<p>(c) Sequential (d) unstructured Answer: b</p>
	<p>Q.34 In decision making step of Knowledge Management process the _____ is used for decision making. (a) Data (b) Knowledge (c) Information (d) Metadata Answer: B</p>
	<p>Q.35 People are ultimately the _____ of knowledge. (a) Storage (b) Gainer (c) Holders (d) Acquire Answer: C</p>
	<p>Q.36 Learning organisation is an organisation characterised by a deep commitment to learning and _____ with the intention of continuous improvement. (a) Education (b) Understanding (c) Training (d) Improving Answer: A</p>
	<p>Q.37 _____ is a way of making a computer, a computer-controlled robot, or a software think intelligently, in the similar manner the intelligent humans think. (a) Machine Intelligence (b) Artificial Intelligence (c) Linguistic Intelligence (d) Naturalistic Intelligence Answer: B</p>
	<p>Q.38 Data, information and past experience combined together are termed as _____. (a) Intelligence (b) Knowledge (c) Expert systems (d) Data driven systems Answer: b</p>

	<p>Q.39 First basic step for knowledge management process is _____</p> <p>A. summarizing information B. Data collection C. Data analysis D. Data classification</p> <p>Answer:B</p>
	<p>Q.40 Expert systems are capable of _____.</p> <p>A. assisting human in decision making B. refining their own knowledge C. possessing human capabilities D. substituting human</p> <p>Answer: A</p>
	<p>Q.41 Knowledge Management process has basically six steps, they are collecting, organizing, summarizing, analysing, synthesizing and _____ of data.</p> <p>(a) Decision making (b) Knowledge processing (c) Planning (d) Arranging</p> <p>Answer: A</p>
	<p>Q.42 The three key stages for managing organisational transformation for critical success factor are break with the past, managing the past and _____.</p> <p>(a) Invest in present (b) Invest in the future (c) Managing the present (d) Outlining the future</p> <p>Answer: B</p>
	<p>Q.43 _____ are one of the prominent research domains of Artificial Intelligence.</p> <p>(a) Knowledge Management Systems (b) Data driven Systems (c) Expert Systems (d) Cognitive Systems</p> <p>Answer:B</p>

	<p>Q.44 _____ is a strategy of an expert system to answer the question, “What can happen next?”</p> <p>(a) Forward Chaining (b) Backward Chaining (c) Total Task Chaining (d) Backward Reasoning</p> <p>Answer: A</p>
	<p>Q.45 Following step is not involved in knowledge management process.</p> <p>A. Decision making B. Information Analyzing C. Application Development D. Synthesizing</p> <p>Answer: C</p>
	<p>Q.46 In data collection procedure of knowledge management process, certain data collection points define the _____ of certain routine reports.</p> <p>A. Idea B. Knowledge C. Data D. Summary</p> <p>Answer: D</p>
	<p>Q.47 knowledge management process has _____ basic steps.</p> <p>A. 4 B. 6 C. 7 D. 8</p> <p>Answer: B</p>
	<p>Q.48 The components of Expert system includes _____</p> <p>A. knowledge expert,inferenceengine,user interface B. knowledge base,inferenceengine,end interface C. knowledge base,interfaceengine,user interface D. knowledge base,inferenceengine,user interface</p> <p>Answer: D</p>
	<p>Q.49 Forward and Backward channing are the strategies of _____</p> <p>A. Inference Engine B. Knowledge management process C. Data mining process D. Effective communication process</p> <p>Answer: A</p>
	<p>Q.50 Knowledge engineers acquire information from subject expert by _____.</p> <p>A. Recording,observing his/her work,Interviewing B. Recording,observing his/her communication,Interviewing C. Recording,observing his/her work,observation</p>

	D. Reading,observing his/her work,Interviewing Answer: A
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