SAMPLE MULTIPLE CHOICE QUESTIONS.

CLASS: TY BSC(IT) SEMESTER-VI **SUBJECT: BUSINESS INTELLIGENCE**

SRNO	Question
1	_____ is a subject-oriented, integrated, time-variant, nonvolatile collection of data in support of management decisions. a. Data Mining b. Data Warehousing c. Web Mining d. Text Mining
2	Select the property of Datawarehouse a. read only. b. write only. c. read write only. d. Volatile
3	Expansion for DSS in DW is_____. a. Decision Support System. b. Decision Single System. c. Data Storable System. d. Data Support System.
4	The time horizon in Data warehouse is usually _____. a. 1-2 years. b. 3-4years. c. 5-6 years. d. 5-10 years.
5	The data is stored, retrieved & updated in _____. a. OLAP. b. OLTP. c. SMTP. d. FTP.
6	_____predicts future trends & behaviors, allowing business managers to make proactive, a. knowledge-driven decisions. b. Data warehouse. c. Data mining. d. Datamarts. e. Metadata.
7	What is the goal of data mining? a. To explain some observed event or condition.

	b. To confirm that data exists. c. To analyze data for expected relationships. d. To create a new data warehouse.
8	Capability of data mining is to build _____ models. a. retrospective. b. interrogative. c. predictive. d. imperative.
9	The full form of KDD is _____ a. Knowledge database. b. Knowledge discovery in database. c. Knowledge data house. d. Knowledge data definition
10	Data mining does not help in _____. a. Inventory management. b. sales promotion strategies. c. marketing strategies. d. All of the above.
11	_____ clustering technique start with as many clusters as there are records, with each cluster having only one record. a. Agglomerative. b. divisive. c. Partition. d. Numeric.
12	_____ clustering techniques starts with all records in one cluster and then try to split that cluster a. into small pieces. b. Agglomerative. c. Divisive. d. Partition. e. Numeric.
13	In _____ each cluster is represented by one of the objects of the cluster located near the center. a. k-medoid b. k-means c. STIRR d. ROCK
14	The _____ algorithm is based on the observation that the frequent sets are normally very few in

	number compared to the set of all itemsets. a. A priori. b. Clustering. c. Association rule. d. Partition.
15	The partition algorithm uses _____ scans of the databases to discover all frequent sets. e. two. f. four. g. six. h. eight.
16	_____and prediction may be viewed as types of classification. a. Decision. b. Verification. c. Estimation. d. Illustration.
17	Rule based classification algorithms generate _____ rule to perform the classification. a. if-then. b. while. c. do while. d. switch.
18	The human brain consists of a network of _____. a. neurons. b. cells. c. Tissue. d. muscles.
19	Each neuron is made up of a number of nerve fibres called _____. a. electrons. b. molecules. c. atoms. d. dendrites.
20	_____ are highly simplified models of biological neurons. a. Artificial neurons. b. Computational neurons. c. Biological neurons. d. Technological neurons.
21	The sigmoid function also knows as _____functions. a. regression. b. logistic.

	c. probability. d. neural.
22	NLP stands for _____. a. Non-Language Process. b. Nature Level Program. c. Natural Language Page. d. Natural Language Processing.
23	Web content mining describes the discovery of useful information from the _____contents. a. text. b. web. c. page. d. level.
24	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
25	Cluster is a. Group of similar objects that differ significantly from other objects b. Operations on a database to transform or simplify data in order to prepare it for a machine-learning algorithm c. Symbolic representation of facts or ideas from which information can potentially be extracted d. Part of a whole database
26	Which of the following is not part of data mining? a. Knowledge extraction b. Data archaeology c. Data exploration d. Data transformation
27	Which statement is true about the k-means algorithm? a. The output attribute must be categorical b. All attributes values must be categorical. c. All attributes must be numeric. d. Attribute values may be either categorical or numeric.
28	a. Which one of the following is not a major strength of the neural network approach? b. Neural network learning algorithms are guaranteed to converge to an optimal solution c. Neural networks work well with datasets containing noisy data. d. Neural networks can be used for both supervised learning and unsupervised clustering e. Neural networks can be used for applications that require a time element to be included in the data

29	Select the use of knowledge management a. decision making b. Analyzing c. design d. collecting
30	Expert System is not capable of a. Advising b. Demonstrating c. Explaining d. Expanding
31	Select the one which is not component of Expert Systems? a. Knowledge Base b. Inference Engine c. User Interface d. Computer Hardware
32	Application of Expert System does not include. a. Design Domain b. Systems domain c. Knowledge Domain d. Monitorin`g Systems
33	Select correct sentence from the following a. Mathematical models and the corresponding solution methods usually play a valuable role during the choice phase. b. Decision trees cannot be used to handle decision-making processes influenced by stochastic events c. When the best alternative has been canceled by the decision maker, it is transformed into actions by means of an implementation plan. d. Once the action has been selected, it is finally necessary to verify and check that the original expectations have been satisfied and the effects of the action match the original intentions
34	This approach is best when we are interested in finding all possible interactions among a set of attributes. a. decision tree b. association rules c. K-Means algorithm d. genetic learning
35	a. A person trained to interact with a human expert in order to capture their knowledge. b. knowledge programmer c. knowledge developer d. knowledge engineer e. knowledge extractor

36	Which of the following best differentiates between a data mining approach to problem-solving and an expert systems approach? a. The output of an expert system is a set of rules and the output of a data mining technique is a decision tree. b. A data mining technique builds a model without the aid of a human expert whereas an expert system is built from the knowledge provided by one or more human experts. c. A model built using a data mining technique can explain how decisions are made but an expert system cannot. d. An expert system is built using inductive learning whereas a data mining model is built using one or several deductive techniques.
37	Subdividing the m observations available into two disjoint subsets T and V, for training and testing purposes respectively is known as a. Repeated random sampling b. cross-validation c. Confusion matrices d. Holdout method
38	The technique used in Agglomerative methods is a. Top down b. Bottom up c. Linear d. Non-Linear
39	The classification algorithm is applied to the examples belonging to a subset T of the dataset D in one of the following phases a. Training b. prediction c. test d. preliminary
40	ROC curve stands for _____ a. Regression Optimization Characteristic b. Regression Operating Characteristic c. Receiver Operating Chart d. Receiver Optimal Characteristic
41	The equation given in Naive Bayesian classifiersis a. P(A|B) = P(A) P(A|B)/P(B) b. P(A|B) = P(A) P(B|A)/P(B) c. P(B|A) = P(A) P(B|A)/P(B) d. P(A|B) = P(B) P(B|A)/P(A)
42	Customers' group who is willing to buy the product and service is known as a. Segmentation b. Yield

	c. Pricing d. Market
43	Full form of PLM is: a. Production and Logistic Management b. Product and Logic Management c. People and Logistic Management d. People and Logic Management
44	The matrix which contains multiples rows and column for comparing the units. a. Efficient Frontier b. Frontier Matrix c. Square Efficient Matrix d. Efficient Measures
45	What is not included in Prediction from the following a. Traffic prediction b. Signal interpretation c. Financial forecasting d. Crop estimation
46	NLP has ___ number of Components a. 2 b. 3 c. 4 d. 5
47	Select the one which is not an application of AI a. Intelligent Robots b. Handwriting Recognition c. Speech Recognition d. Content mining
48	Following is not application of Expert System a. Design Domain b. Monitoring Systems c. Systems domain d. Knowledge Domain
49	Tacit (implicit) knowledge is a. Easy to share b. Structured c. Personal d. Technical
50	The branch of AI, NLP, deals with

	a. Natural Language Understanding and Natural Language generation. b. Only Natural Language Understanding c. Only Natural Language generation. d. Computer Programming
51	Which is a process used by companies to turn raw data into useful information? a. Data mart b. Data mining c. Decision Support System d. ETL
52	Total number of steps in knowledge management are: a. six steps b. five steps c. two steps d. Seven steps