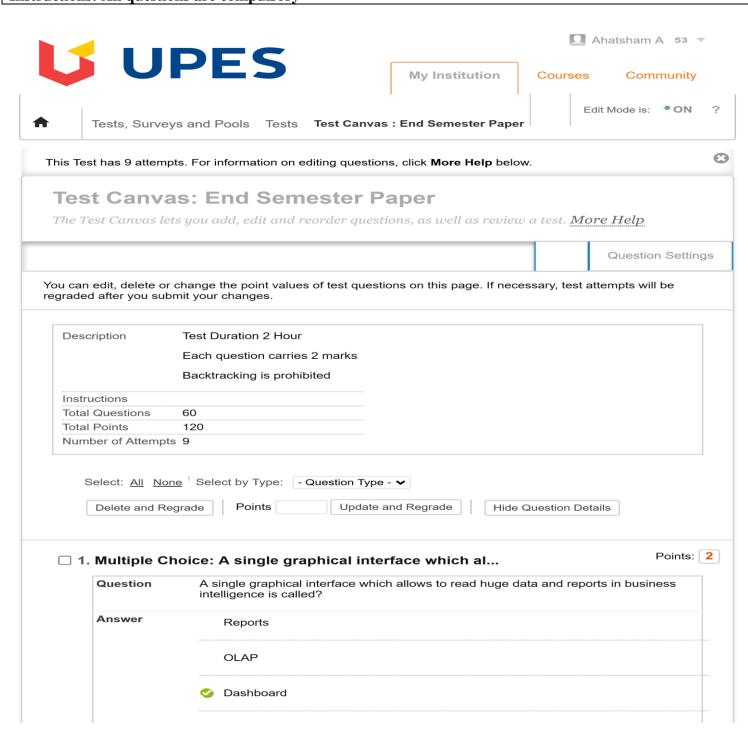| Name: Enrolment No:	**UPES** UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, July2020

Course: Retail Analytics   **Semester:** VI
Program: B.Tech CSE (ECOM,RA)   **Time   : 02 hrs.**
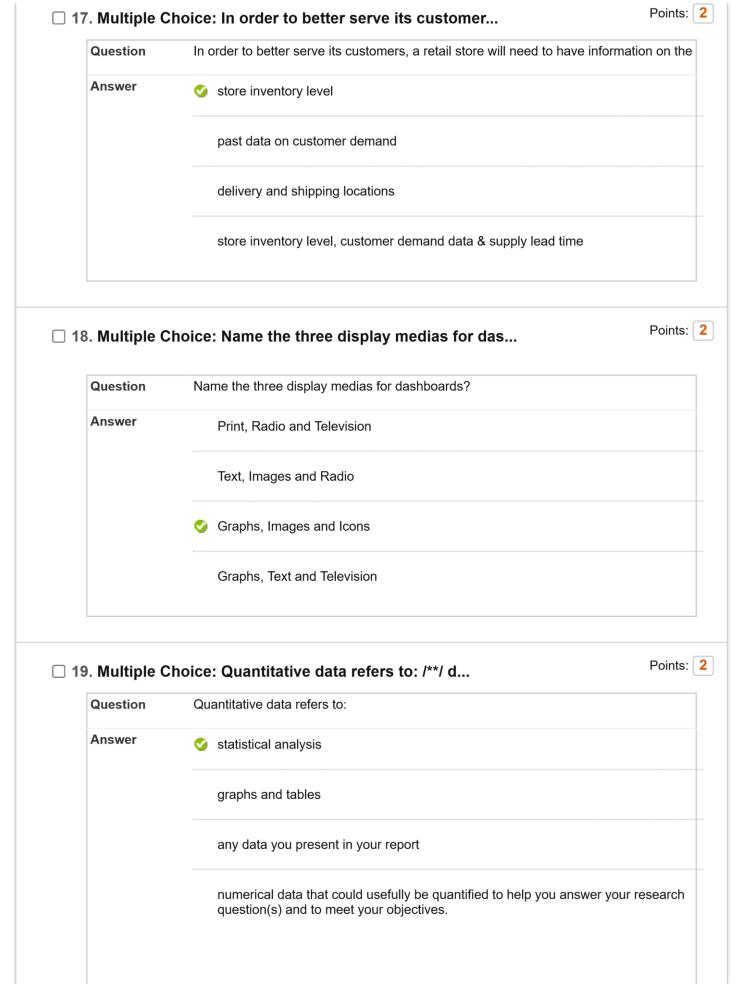**Course Code: CSER3003**   **Max. Marks: 120**
Instructions: All questions are compulsory

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Edit Mode is: ● ON   ?

🏠   Tests, Surveys and Pools   Tests   **Test Canvas : End Semester Paper**

This Test has 9 attempts. For information on editing questions, click **More Help** below. ✖

Test Canvas: End Semester Paper

The Test Canvas lets you add, edit and reorder questions, as well as review a test. **More Help**

Question Settings

You can edit, delete or change the point values of test questions on this page. If necessary, test attempts will be regraded after you submit your changes.

Description	Test Duration 2 Hour
	Each question carries 2 marks
	Backtracking is prohibited
Instructions	
Total Questions	60
Total Points	120
Number of Attempts	9

Select: All None ⋮ Select by Type: - Question Type - ▾

[Delete and Regrade]   Points [   ]   [Update and Regrade]   ⋮ [Hide Question Details]

☐ **1. Multiple Choice: A single graphical interface which al...**   Points: 2

Question	A single graphical interface which allows to read huge data and reports in business intelligence is called?
Answer	Reports
	OLAP
✅	Dashboard

Warehouse

---

2. Multiple Choice: A typical BI applications gather data...

Points: **2**

Question	A typical BI applications gather data from?
Answer	✅ Datamart
	Database
	OLAP
	Both data mart and database

---

3. Multiple Choice: Artificial intelligence gets direct b...

Points: **2**

Question	Artificial intelligence gets direct benefits of Business Intelligence
Answer	true
	✅ False

---

4. Multiple Choice: A typical BI environment comprise of?...

Points: **2**

Question	A typical BI environment comprise of?
Answer	Data warehouse
	Data mart
	OLAP TOOLS
	✅ All of the above

☐ 5. **Multiple Choice: Which tool is resposible for managing...**   Points: 2

Question	Which tool is resposible for managing the current and historic data?
Answer	OLTP
	✅ OLAP
	Spread Sheet
	XML

☐ 6. **Multiple Choice: Where data is stored, update and retr...**   Points: 2

Question	Where data is stored, update and retrived?
Answer	✅ OLTP
	FTP
	OLAP
	Spread Sheet

☐ 7. **Multiple Choice: Which of the following process includ...**   Points: 2

Question	Which of the following process includes data cleaning, data integration, data selection, data transformation, data mining, pattern evolution and knowledge presentation?
Answer	ETL process
	KTL process
	✅ KDD process
	None of the above.

☐ 8. Multiple Choice: What is the first stage of the market...

Points: **2**

Question	What is the first stage of the marketing research process?
Answer	definition of research objectives
	writing the research brief
	✅ recognition of a marketing management problem
	design of secondary research

☐ 9. Multiple Choice: Primary research should always be car...

Points: **2**

Question	Primary research should always be carried out before secondary research is considered. True or false?
Answer	true
	✅ False

☐ 10. Multiple Choice: It is the job of _____ to produce ...

Points: **2**

Question	It is the job of _____ to produce insight into the customer's attitude and buying behavior.
Answer	✅ Marketing Researcher
	Marketing Planner
	Marketing Personnel
	None of the above

☐ 11. Multiple Choice: What should be a major characteristic...

Points: **2**

Question	

What should be a major characteristic of a Decision Support Systems?

Answer	
	Automates decision making.
	Includes a spreadsheet model.
✅	Responds quickly to the changing needs of decision makers.
	None of the above

☐ **12. Multiple Choice: How many activities the general Decis...**   Points: **2**

Question	How many activities the general Decision Support System (DSS) Development process contains?
Answer	4
	5
	6
✅	7

☐ **13. Multiple Choice: Decision support systems are mainly u...**   Points: **2**

Question	Decision support systems are mainly used for
Answer	Day–to-day operation of an organization.
	Providing statutory information.
✅	Top level strategic decision making.
	Ensuring that organizations are profitable.

☐ **14. Multiple Choice: Only data is not useful until and unl...**   Points: **2**

Question	Only data is not useful until and unless it contains

Answer	It is massive information
	✅ It is processed to obtain information
	It is collected from diverse sources
	It is properly stated

☐ **15. Multiple Choice: Which Dashboard measures the te...**   Points: **2**

Question	Which Dashboard measures the team goal, mission of the organization and how well it is achieved

Answer	technical
	operational
	✅ strategic
	None of the above

☐ **16. Multiple Choice: Which of these is not a method of dat...**   Points: **2**

Question	Which of these is not a method of data collection.

Answer	Questionnaires
	Interviews
	✅ Experiments
	Observations

☐ **17. Multiple Choice: In order to better serve its customer...**   Points: **2**

Question	In order to better serve its customers, a retail store will need to have information on the

Answer	✅ store inventory level
	past data on customer demand
	delivery and shipping locations
	store inventory level, customer demand data & supply lead time

☐ **18. Multiple Choice: Name the three display medias for das...**   Points: **2**

Question	Name the three display medias for dashboards?

Answer	Print, Radio and Television
	Text, Images and Radio
	✅ Graphs, Images and Icons
	Graphs, Text and Television

☐ **19. Multiple Choice: Quantitative data refers to: /**/ d...**   Points: **2**

Question	Quantitative data refers to:

Answer	✅ statistical analysis
	graphs and tables
	any data you present in your report
	numerical data that could usefully be quantified to help you answer your research question(s) and to meet your objectives.

☐ **20. Multiple Choice: A pie chart is**

Points: 2

Question	A pie chart is
Answer	a chart demonstrating the increasing incidence of obesity in society.
	✅ an illustration where the data are divided into proportional segments according to the share each has of the total value of the data.
	only used in catering management research.
	any form of pictorial representation of data

☐ **21. Multiple Choice: Standard deviation is /**/ document...**

Points: 2

Question	Standard deviation is
Answer	inappropriate in management and business research
	a way of describing those phenomena that are not the norm
	✅ a way of measuring the extent of spread of quantifiable data
	a way of illustrating crime statistics

☐ **22. Multiple Choice: ANOVA is /**/ document.oncopy = new...**

Points: 2

Question	ANOVA is
Answer	a government body which collects social statistics
	a two-way analysis of variance
	the name of a statistical software package
	✅ a one-way analysis of variance

☐ **23. Multiple Choice: Qualitative observation is usually do...**　　　Points: **2**

Question	Qualitative observation is usually done for exploratory purposes; it is also called _____ observation
Answer	Structured
	✅ Naturalistic
	Complete
	Probed

☐ **24. Multiple Choice: snowflake schema is the best alternat...**　　　Points: **2**

Question	snowflake schema is the best alternative of star schema
Answer	True
	✅ False

☐ **25. Multiple Choice: The process of removing the loopholes...**　　　Points: **2**

Question	The process of removing the loopholes in the data is called?
Answer	Data Characterization
	Data Selection
	✅ Data Classification
	Data Discromination

☐ **26. Multiple Choice: Building a data mart for a business p...**　　　Points: **2**

Question	Building a data mart for a business process/department that is very critical for your organization is a _____ project:
Answer	✅ High risk high reward
	High risk low reward
	Low risk low reward
	Low risk high reward

☐ 27. Multiple Choice: When a product requires rework which ...

Points: 2

Question	When a product requires rework which KPIs are impacted?
Answer	Manufacturing Lead Time and On Time To Promise.
	First Pass Yield.
	Productivity.
	✅ All of the these KPIs are impacted

☐ 28. Multiple Choice: At what stage of the production proce...

Points: 2

Question	At what stage of the production process do we start measuring Manufacturing Lead Time?
Answer	Kitting
	✅ Kit Short
	Assembly
	Shipment

29. Multiple Choice: What does the acronym KPI stand for? ...

Points: **2**

Question	What does the acronym KPI stand for?
Answer	Key Predictive Indicator
	Key Predictor Index
	✅ Key Performance Indicator
	None of the above

30. Multiple Choice: What are the mean by long term object...

Points: **2**

Question	What are the mean by long term objective will be achieved?
Answer	✅ Strategies
	Policies
	Strength
	Opportunities

31. Multiple Choice: Marketing strategies is a funtional t...

Points: **2**

Question	Marketing strategies is a funtional type of strategy
Answer	✅ True
	False

32. Multiple Choice: What are the four stages of ASUG BI M...

Points: **2**

Question	What are the four stages of ASUG BI Maturity Model?
Answer	Dictatorship, Anarchy, Democracy and Strategic
	Infant, Child, Young adult and Adult
	Analytical, Consultative, Experimental and Strategic
	✅ None of the above

33. Multiple Choice: Proof of Concept includes which of th...

Points: **2**

Question	Proof of Concept includes which of the following?
Answer	Creating Logical System design and database design
	Creating Logical database design and data models
	✅ Creating Logical System design, database design and data models
	Creating Logical System design and data models

34. Multiple Choice: Which of the following is not a kind ...

Points: **2**

Question	Which of the following is not a kind of data warehouse application?
Answer	Information processing
	✅ Transaction processing
	Analytical processing
	Data mining

35. Multiple Choice: What data store would best support ad...

Points: **2**

Question	What data store would best support ad-hoc queries about of quarterly trends
Answer	✅ Data Mart
	Metadata
	Transaction System
	Operational Data Store

☐ **36. Multiple Choice: During the definition phase of OLAP c...**   Points: **2**

Question	During the definition phase of OLAP cube which factor can affect the performance?
Answer	No. of source data transaction
	No. of measures
	✅ No. of dimensions
	No. of refrential integrity constant

☐ **37. Multiple Choice: Who uses the term BI in an article fi...**   Points: **2**

Question	Who uses the term BI in an article first?
Answer	✅ Juran
	Hans Peter Luhn
	Cosby
	John Wiley

38. Multiple Choice: Which one of the following is not one...
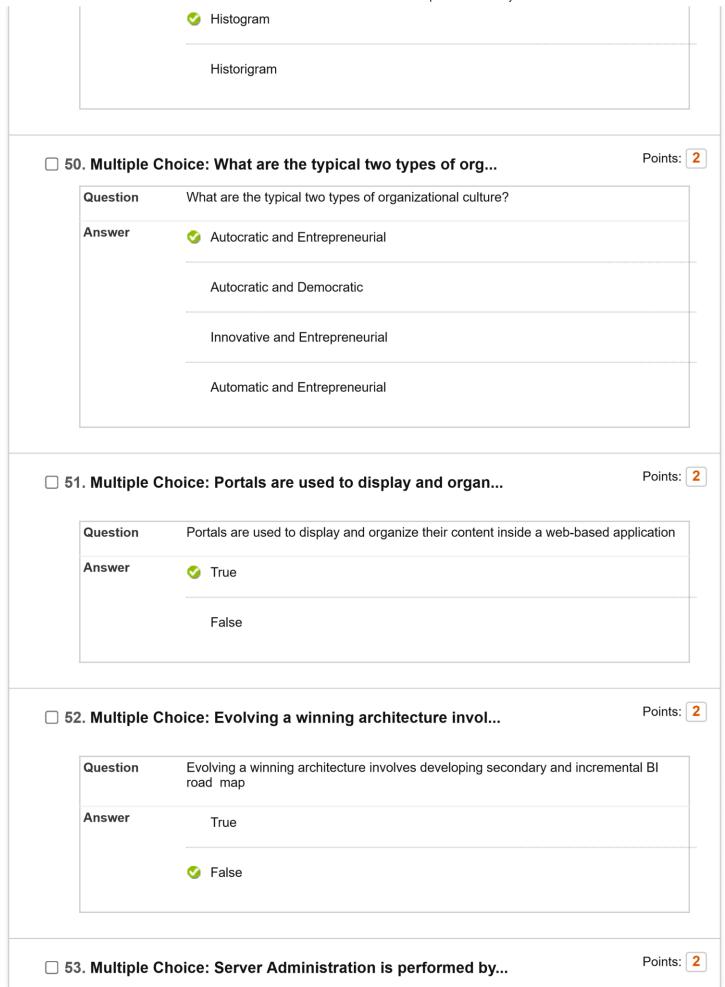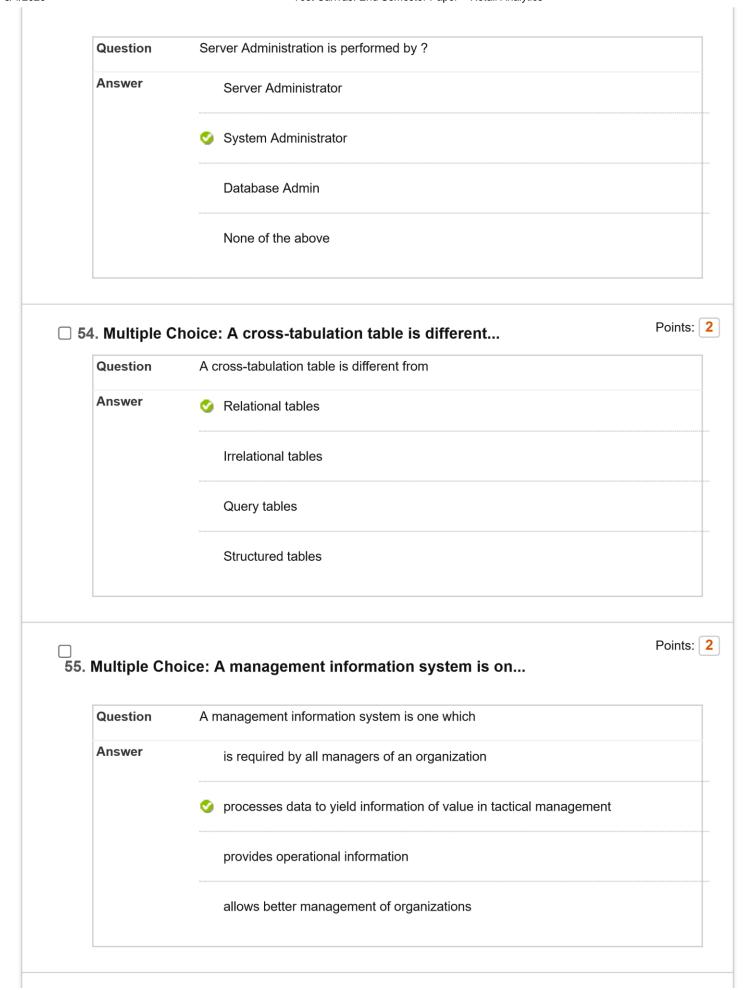
Points: 2

Question	Which one of the following is not one of the Balanced Scorecard's four generic perspectives?
Answer	innovation and learning
	✅ marketing and advertising
	financial
	internal business processes

39. Multiple Choice: Which of the following statements is ...

Points: 2

Question	Which of the following statements is false? Balanced scorecards:
Answer	✅ cannot be used in conjunction with budgetary control systems
	can be used to produce strategy maps
	are one type of performance dashboard
	can be cascaded to different levels/parts of organizations

40. Multiple Choice: In the Balanced Scorecard, Kaplan and...

Points: 2

Question	In the Balanced Scorecard, Kaplan and Norton describe four perspectives that need to be balanced for companies to become and remain competitive. Which perspective places more emphasis on investing in employees?
Answer	✅ Financial
	Customer
	Internal business processes
	Learning & growth

☐ 41. Multiple Choice: Which of the following is not one of ...   Points: 2

Question	Which of the following is not one of the main parts of the Kaplan-Norton balanced scorecard concept? Balancing:
Answer	financial and non financial measurements
	✅ cash flows and non cash flows
	short term and long term measurements
	leading and lagging indicators

Points: 2

☐ 42. Multiple Choice: Consensus gaining while strategy mana...

Question	Consensus gaining while strategy management in balanced Scorecard is made at the stage of
Answer	Feedback and Learning
	✅ Translating the vision
	Business Planning
	Learning

☐ 43. Multiple Choice: According to Kaplan and Norton, what ...   Points: 2

Question	According to Kaplan and Norton, what should be the main perspective of the balance Scorecard?
Answer	✅ Financial
	Customer

Learning and Growth

None of the above

☐ **44. Multiple Choice: which of the following is the limitat...**   Points: **2**

Question	which of the following is the limitations to the K-N balanced?
Answer	Customer centric
	✅ No clear definition of business models
	Lack of explanation
	None of the above

☐ **45. Multiple Choice: R-J performance score card defines ar...**   Points: **2**

Question	R-J performance score card defines articulating business strategy as -
Answer	Customer Sales, Customer Feedback and Customer acquisition
	✅ Business model, implementation and evaluation
	Market opportunity assessment, market capturing and market making
	Implementation, Change management and customer feedback

☐ **46. Multiple Choice: Considering the line graph, the y-axi...**   Points: **2**

Question	Considering the line graph, the y-axis represents
Answer	time period in years
	✅ subject of measurement

time period in days

time period in minutes

47. Multiple Choice: which graph consist of time series data?

Points: **2**

Question	which graph consist of time series data?
Answer	Polygon
	Histogram
	Ogive
	✅ Hostorigram

48. Multiple Choice: Total angles in Pie chart are /**/ ...

Points: **2**

Question	Total angles in Pie chart are
Answer	✅ 360
	270
	180
	90

49. Multiple Choice: The graph of a frequency distribution...

Points: **2**

Question	The graph of a frequency distribution is called
Answer	Curve
	Ogive

✅ Histogram

Historigram

☐ **50. Multiple Choice: What are the typical two types of org...**   Points: **2**

Question	What are the typical two types of organizational culture?
Answer	✅ Autocratic and Entrepreneurial
	Autocratic and Democratic
	Innovative and Entrepreneurial
	Automatic and Entrepreneurial

☐ **51. Multiple Choice: Portals are used to display and organ...**   Points: **2**

Question	Portals are used to display and organize their content inside a web-based application
Answer	✅ True
	False

☐ **52. Multiple Choice: Evolving a winning architecture invol...**   Points: **2**

Question	Evolving a winning architecture involves developing secondary and incremental BI road map
Answer	True
	✅ False

☐ **53. Multiple Choice: Server Administration is performed by...**   Points: **2**

Question	Server Administration is performed by ?

Answer	Server Administrator
	✅ System Administrator
	Database Admin
	None of the above

☐ **54. Multiple Choice: A cross-tabulation table is different...**　　　　Points: **2**

Question	A cross-tabulation table is different from

Answer	✅ Relational tables
	Irrelational tables
	Query tables
	Structured tables

Points: **2**

☐ **55. Multiple Choice: A management information system is on...**

Question	A management information system is one which

Answer	is required by all managers of an organization
	✅ processes data to yield information of value in tactical management
	provides operational information
	allows better management of organizations

☐ **56. Multiple Choice: For taking decisions data must be /*...**　　　　　Points: 2

Question	For taking decisions data must be
Answer	Very accurate
	Massive
	✅ Processed correctly
	Collected from diverse sources

☐ **57. Multiple Choice: The most effective form of business o...**　　　　　Points: 2

Question	The most effective form of business organization for raising capital is the:
Answer	joint venture.
	partnership.
	✅ corporation.
	proprietorship.

☐ **58. Multiple Choice: This analytics focuses on ….. What ha...**　　　　　Points: 2

Question	This analytics focuses on ….. What has occurred
Answer	✅ Prescriptive
	Predicitive
	Descriptive
	None of the mentioned

☐ **59. Multiple Choice: The time horizon in operational envir...**   Points: **2**

Question	The time horizon in operational environment is _____.
Answer	30-60 days.
	✅ 60-90 days.
	90-120 days.
	120-150 days.

☐ **60. Multiple Choice: Which of the following is (are) integ...**   Points: **2**

Question	Which of the following is (are) integrated business intelligence (BI) tools in Oracle:
Answer	✅ Oracle9i Warehouse Builder
	Oracle9i Forms
	ETL Tools
	none.

Select: <u>All</u>   <u>None</u>   Select by Type: - Question Type - ▼

Delete and Regrade   Points [ ]   Update and Regrade   Hide Question Details

← **OK**