

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, July 2020

Course: Business Intelligence
Program: B.Tech-CS-BAO

Course Code: CSBA3003

Semester: VI
Time

Max. Marks:



None of the mentioned

My Institution

Courses

Community

Tests, Surveys and Pools Tests **Test Canvas : End Sem Exam (ESE)**

Edit Mode is: ON ?

3. Multiple Choice: A spreadsheet is a three-dimensional ...

This Test has 119 attempts. For information on editing questions, click **More Help** below.

Test Canvas: End Sem Exam (ESE)

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 All questions are compulsory, No back tracing is allowed.

Instructions

Total Questions 60

Total Points 100

Number of Attempts 119

Select: [All](#) [None](#) Select by Type: - Question Type -

Delete and Regrade

Points

Update and Regrade

Hide Question Details

1. Multiple Choice: _____ is a performance management ...

Points: 2

Question _____ is a performance management tool that recapitulates an organization s performance from several standpoints on a single page.

Answer Balanced Scorecard

Data Cube

Dashboard

All of the above

2. Multiple Choice: " _____ is a system where operati...

Points: 2

Question " _____ is a system where operations like data extraction, transformation and loading operations are executed."

Answer Data staging

Question Which of the following are BI tools?

Answer

Informatica

Siebel

Cognos

All of the above

7. Multiple Choice: "In data mining, this is a technique ..."

Points: 2

Question

"In data mining, this is a technique used to predict future behavior and anticipate the consequences of change."

Answer

predictive technology

predictive modeling

Digital Silhouettes

disaster recovery

8. Multiple Choice: Point out the wrong statement.

Points: 2

Question

Point out the wrong statement.

Answer

Data is factual information for analysis

BI is a category of database software that provides an interface to help users quickly and interactively scrutinize the results in a variety of dimensions of the data

Customer relationship management (CRM) entails all aspects of interaction that a company has with its customer

None of the mentioned

□ 9. Multiple Choice: _____ allows you to analyze y... Points: 2

Question	_____ allows you to analyze your spreadsheet data in powerful ways.
Answer	<input type="checkbox"/> Data Mining Templates for Visio <input checked="" type="checkbox"/> Table Analysis Tools for Excel <input type="checkbox"/> Data Mining Client for Excel <input type="checkbox"/> All of the mentioned

□ 10 . Multiple Choice: "In order to use the Analyze in Excel... Points: 2

Question	"In order to use the Analyze in Excel feature, you must have _____ installed on the system."
Answer	<input checked="" type="checkbox"/> SSDT <input type="checkbox"/> SSMS <input type="checkbox"/> SSMA <input type="checkbox"/> None of the mentioned

□ 11. Multiple Choice: BI component and architecture consid... Points: 2

Question	BI component and architecture considered?
Answer	<input type="checkbox"/> Data integration <input type="checkbox"/> Data mart <input type="checkbox"/> Data cubes <input checked="" type="checkbox"/> All of the mentioned

□ 12. Multiple Choice: Which statement is not true about Com...

Points: 2



Question	Which statement is not true about Complex Systems
Answer	<input type="checkbox"/> Tackle complex problems and provide individualized solutions <input type="checkbox"/> There is considerable interaction with each customer <input checked="" type="checkbox"/> Each customer interaction has a low dollar value <input type="checkbox"/> There is considerable interaction with each customer

□ 13. Multiple Choice: Different needs for creating a fact b...

Points: 2



Question	Different needs for creating a fact based decision making culture
Answer	<input type="checkbox"/> Hypotheses <input type="checkbox"/> Findings <input type="checkbox"/> DATA <input checked="" type="checkbox"/> All of the mentioned

□ 14. Multiple Choice: Which is not the function of the Stra...

Points: 2



Question	Which is not the function of the Strategy and Business Intelligence
Answer	<input checked="" type="checkbox"/> Findings <input type="checkbox"/> Accounting <input type="checkbox"/> Production Planning <input type="checkbox"/> Logistics

□ 15. Multiple Choice: "Assuming you need a BI strategy, or ...

Points: 2

Question

"Assuming you need a BI strategy, or to update an existing one, there are Some key areas of consideration. Choose the correct options:"

Answer

BI Roadmap for use as a start-up to a BI strategy implementation project.

Stakeholder Management - getting the right people involved at the right level.

Architectural Blueprint - how the BI estate will look and operate.

All of the mentioned

□ 16. Multiple Choice: Which statement is true about the li...

Points: 2

Question

Which statement is true about the limitations of the K-N Balanced Scorecard?

Answer

Unclear location of organizational capabilities or resources in framework

NOT Choosing a basic report layout

Unclear Validating the report

None of the mentioned

□ 17. Multiple Choice: What are the different type of Dashbo...

Points: 2

Question

What are the different type of Dashboard?

Answer

Strategic Dashboards

Analytical Dashboards

Operational Dashboards

All of the mentioned

□ 18. Multiple Choice: Which are the correct combination of ...

Points: 2

Question	Which are the correct combination of open source BI Tools?
Answer	<p>"BIRT, KNIME, Seal Report, and IBM Cognos Analytics"</p> <hr/> <p><input checked="" type="checkbox"/> "BIRT, KNIME, Seal Report, and Jaspersoft"</p> <hr/> <p>"BIRT, KNIME, ClicData, and Jaspersoft"</p> <hr/> <p>"Alteryx, KNIME, Seal Report, and Jaspersoft"</p>

19. Multiple Choice: "An operational system" is which of t...

Points: 2

Question	"An operational system" is which of the following?"
Answer	<p>A System that is used to run the business in real time and is based on historical data.</p> <hr/> <p><input checked="" type="checkbox"/> A System that is used to run the business in real time and is based on current data.</p> <hr/> <p>A System that is used to support decision making and is based on current data.</p> <hr/> <p>A System that is used to support decision making and is based on historical data.</p>

20. Multiple Choice: The most commonly used diagram repres...

Points: 2

Question	The most commonly used diagram representing the project schedule is a ___ chart or ___ chart.
Answer	<p><input checked="" type="checkbox"/> "BAR, GANTT"</p> <hr/> <p>"BAR, PERT"</p> <hr/> <p>"BAR, PIE"</p> <hr/> <p>"LINE, BAR"</p>

21. Multiple Choice: "The BI framework combines data contr...

Points: 2

Question	"The BI framework combines data control, _____, _____, statistics integration, facts quality, end person data delivery, information security, etc."
Answer	<p><input checked="" type="checkbox"/> "data architecture, technical architecture"</p> <hr/> <p>"pre-kickoff, conversations"</p> <hr/> <p>"BAR, GANTT"</p> <hr/> <p>"Logocal, conceptual"</p>

□ 22. Multiple Choice: What are the two types of BI reports?

Points: 2



Question

What are the two types of BI reports?

Answer

Development intelligence report and Report documents

Development documents and analytical documents

Analytical reports and Operational reports

Intelligence reports and Operational reports

□ 23. Multiple Choice: Which of the following are Chart types?

Points: 2



Question

Which of the following are Chart types?

Answer

"PDF, Excel and Line charts"

"Line, Images and Area charts"

"Columns/Bar, Line and Scatter/Bubble"

"Pie/Doughnut, Area and Images"

□ 24. 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"



Points: 2

□ 25. Multiple Choice: "Scorecards are designed to measure p...

Question "Scorecards are designed to measure progress towards meeting _____, dashboards are only designed for _____ of specific activities."

Answer

"Marked, plotted"

"strategic business goals, ongoing monitoring"

"pie chart, the quantity"

Analytical reports and Operational reports

□ 26. Multiple Choice: "In a _____, the arc length of e...

Points: 2

Question "In a _____, the arc length of each slice (and consequently its central angle and area), is proportional to _____ it represents."

Answer

"Marked, plotted"

"strategic business goals, ongoing monitoring"

"pie chart, the quantity"

Analytical reports and Operational reports

□ 27. Multiple Choice: series is a collection of related dat...

Points: 2

Question series is a collection of related data points _____ and _____ as a graph.

Answer



"Marked, plotted"

"strategic business goals, ongoing monitoring"

"pie chart, the quantity"

Analytical reports and Operational reports

□ 28. Multiple Choice: What are the three types of dashboards ?

Points: 2

Question What are the three types of dashboards ?

Answer



"Strategic, Analytical, Operational"

"Descriptive, Strategic, Analytical"

"Analytical, Operational, Prescriptive"

"Indicative, Operational, Transactional"

□ 29. 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"
	<input checked="" type="checkbox"/> "Graphs, Images and Icons"
	"Graphs, Text and Television"

30. Multiple Choice: Which of the following are applicable...

Points: 2

Question	Which of the following are applicable to Gestalt Principles of visual perception to dashboards?
Answer	"Proximity, Minimality, Continuity"
	<input checked="" type="checkbox"/> "Similarity, Continuity, Proximity"
	"Similarity, Minimality, Enclosure"
	"Closure, Differentiation, Connection"

31. Multiple Choice: BPMN stands for?

Points: 2

Question	BPMN stands for?
Answer	Business Process Modeling and Navigation
	Business Process Mode and Notation
	<input checked="" type="checkbox"/> Business Process Model and Notation
	Business Process Manage and Notation

32. Multiple Choice: Which of the following areas are affe...

Points: 2

Question	Which of the following areas are affected by BI?
Answer	Revenue
	<input checked="" type="checkbox"/> CRM
	Sales
	All of the mentioned

□ 33. Multiple Choice: What are the characteristics of a Dat... Points: 2

Question	What are the characteristics of a Data Warehouse?
Answer	<p>Subject oriented; Integrated and Non-volatile</p> <p><input checked="" type="checkbox"/> "Subject oriented; Integrated, Time variant and Non-volatile"</p> <p>Subject oriented; Time variant and Non-volatile</p> <p>"Objective, Time variant; Integrated and Non-volatile"</p>

□ 34. Multiple Choice: BI design is all about knowing about ... Points: 1

Question	BI design is all about knowing about your customers.
Answer	<p><input checked="" type="checkbox"/> TRUE</p> <p>FALSE</p>

□ 35. Multiple Choice: "In the 1970s, there were decision su... Points: 1

Question	"In the 1970s, there were decision support systems (DSS)"
Answer	<p><input checked="" type="checkbox"/> TRUE</p> <p>FALSE</p>

□ 36. Multiple Choice: Data warehousing and dashboards/score... Points: 1

Question	Data warehousing and dashboards/scorecards became popular in the 1990s
Answer	<p><input checked="" type="checkbox"/> TRUE</p> <p>FALSE</p>

□ 37. Multiple Choice: Which is not a type of Analytics Points: 1

Question	Which is not a type of Analytics
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Answer	Descriptive
	Predictive
	Prescriptive

Preventive

38. Multiple Choice: Which is not a component of BI? Points: 1

Question	Which is not a component of BI?
Answer	Performance Management
	<input checked="" type="checkbox"/> Data Science
	Data Integration
	Data Cubes

39. Multiple Choice: Which is not a functional area of BI ... Points: 1

Question	Which is not a functional area of BI Tool?
Answer	Big Data
	Text Analytics
	Data Scientists
	<input checked="" type="checkbox"/> Digital Marketing

□ 40. Multiple Choice: Data warehouse is

Points: 2

Question

Data warehouse is

Answer

The actual discovery phase of a knowledge discovery process

The stage of selecting the right data for a KDD process

A subject-oriented integrated time variant non-volatile collection of data in support of management

None of these

□ 41. Multiple Choice: Decision support systems (DSS) is

Points: 2

Question

Decision support systems (DSS) is

Answer

A family of relational database management systems marketed by IBM

Interactive systems that enable decision makers to use databases and models on a computer in order to solve ill-structured problems

"It consists of nodes and branches starting from a single root node. Each node represents a test, or decision"

None of these

□ 42. Multiple Choice: Why aggregate is used in dimensional ...

Points: 2

Question

Why aggregate is used in dimensional model of data warehouse?

Answer

To take the dimension and change its granularity

To retrieve data from an operational system

To store data in one operational system

All of the above

□ 43. Multiple Choice: What is a data mart?

Points: 2

Question

What is a data mart?

Answer

- It is the collection of data in data warehouse
- It is the access layer of the data warehouse environment that is used to get data out to the users
- It is the process of extracting patterns from large data sets
- It is the process of extracting data

□ 44. Multiple Choice: The active data warehouse architectur...

Points: 2

Question

The active data warehouse architecture includes which of the following?

Answer

- At least one data mart
- Data that can extracted from numerous internal and external source
- Near real-time updates
- All of the above

□ 45

. Multiple Choice: Why aggregate is used in dimensional ...

Points: 2

Question

Why aggregate is used in dimensional model of data warehouse?

Answer

- To take the dimension and change its granularity
- To retrieve data from an operational system
- To store data in one operational system
- All of the above

46. Multiple Choice: Performance of BI Projects measured t...

Points: 2

Question	Performance of BI Projects measured through
Answer	<input checked="" type="radio"/> "Product of Process, People, and tool" <input type="radio"/> "Product of Process, Tool, and Project" <input type="radio"/> "Product of Project, Tool, and People" <input type="radio"/> None of these

47. Multiple Choice: Sequence for Business Role of BI is

Points: 2

Question	Sequence for Business Role of BI is
Answer	<input type="radio"/> " Analysis, Reporting, Monitoring, Prediction" <input checked="" type="radio"/> "Reporting, Analysis, Monitoring, Prediction" <input type="radio"/> "Monitoring, Reporting, Analysis, Prediction" <input type="radio"/> None of these

48. Multiple Choice: Measuring BI Success and Value by

Points: 1

Question	Measuring BI Success and Value by
Answer	<input type="radio"/> Implementation Success <input type="radio"/> User Success <input type="radio"/> Operational Success <input checked="" type="radio"/> All of the above

49. Multiple Choice: Business intelligence equips enterpri...

Points: 1

Question	Business intelligence equips enterprises to gain business advantage from data
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Answer	<input checked="" type="radio"/> TRUE
	<input type="radio"/> FALSE

50. Multiple Choice: Revenue is affected by BI. Points: 1

Question	Revenue is affected by BI.
Answer	<input checked="" type="radio"/> TRUE
	<input type="radio"/> FALSE

51. Multiple Choice: "ETL is a system where operations lik... Points: 1

Question	"ETL is a system where operations like data extraction, transformation and loading operations are executed."
Answer	<input checked="" type="radio"/> TRUE
	<input type="radio"/> FALSE

52. Multiple Choice: Risk Assessment covers Points: 1

Question	Risk Assessment covers
Answer	<input type="radio"/> Technology risks
	<input type="radio"/> Complexity risks
	<input type="radio"/> Integration risks
	<input checked="" type="radio"/> All of the above

53. Multiple Choice: R-J Performance Dashboard address whi... Points: 1

Question	R-J Performance Dashboard address which area
Answer	<input type="radio"/> Site experience and usability
	<input type="radio"/> Branding
	<input type="radio"/> Balance sheet
	<input checked="" type="radio"/> All of the above

54. Multiple Choice: Commonly available report formats are

Question	Commonly available report formats are
Answer	<input type="checkbox"/> Excel
	<input type="checkbox"/> PDF
	<input type="checkbox"/> XML
	<input checked="" type="checkbox"/> All of the above

55. Multiple Choice: Which is not a type of Dashboard

Points: 1

Question	Which is not a type of Dashboard
Answer	<input type="checkbox"/> Operational Dashboards
	<input checked="" type="checkbox"/> Desktop Dashboards
	<input type="checkbox"/> Strategic Dashboards
	<input type="checkbox"/> Analytical Dashboards

56. Multiple Choice: Line Chart is showing the tendency ov...

Points: 1

Question	Line Chart is showing the tendency over a period of time
Answer	<input checked="" type="checkbox"/> TRUE
	<input type="checkbox"/> FALSE

57. Multiple Choice: Bar Chart showing developments over a...

Points: 1

Question	Bar Chart showing developments over a period of time
Answer	<input type="checkbox"/> TRUE
	<input checked="" type="checkbox"/> FALSE

□ 58. Multiple Choice: Limitations to the K-N Balanced Score...

Points: 2

Question

Limitations to the K-N Balanced Scorecard

Answer

Unclear location of organizational capabilities or resources in framework

Unclear where partnerships reside in framework

No clear definition of strategy or busine

option 1 and 2, but not 3

Option 1, 2 and 3.

□ 59. Multiple Choice: "The process of collection, treatment...

Points: 1

Question

"The process of collection, treatment and diffusion of information that has an objective, the reduction of uncertainty in the making of all strategic decisions" this definition is given by

Answer

Zeng

Cui

Stackowiak

S Pressman

60. Multiple Choice: Which is not the function of the Stra...

Points: 1



Question	Which is not the function of the Strategy and Business Intelligence
Answer	<p><input checked="" type="checkbox"/> Findings</p> <hr/> <p><input type="checkbox"/> Accounting</p> <hr/> <p><input type="checkbox"/> Production Planning</p> <hr/> <p><input type="checkbox"/> Logistics</p>

Select: [All](#) [None](#) | Select by Type:

Delete and Regrade

Points

Update and Regrade

Hide Question Details