Name:	
Enrolment No:	**UPES**

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2020

Course: **Descriptive Analytics for Oil and Gas**   Semester: VI
Course Code: CSOG 3003   Time : 2 hrs

Programme: B.Tech (CSE+OGI)   Max. Marks: 60
Instructions:

This Test has 53 attempts. For information on editing questions, click **More Help** below.   X

Test Canvas: ETE - DA - 7 July 2020 - 10.00 am

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	
Instructions	
Total Questions	60
Total Points	60
Number of Attempts 53	

Select: All None Select by Type: - Question Type - ⌄

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

☐ 1. **Multiple Choice: A BI company wishes to use a Dashboar...**   Points: 1

Question	A BI company wishes to use a Dashboard to achieve the following functions listed below. Amongst the various dashboards available, which dashboard the company will use?
	• Used to monitor operations.
	• Support alerting for critical events, interaction with data.
	• Detailed data, simple and clear display mechanisms, real-time data.
Answer	Analytical dashboards

✅ Operational dashboards

Strategic dashboards

Operational dashboards

Performance dashboards

Points: **1**

2. Multiple Choice: Q1: This represents the part of Data Ware...

Question	This represents the part of Data Warehouse and is an area of storage where highly skilled users can import and manipulate large volumes of data.
Answer	Data Mart
	✅ Sandbox
	Data Cube
	Data Store

3. Multiple Choice: 2: Granularity is usually used to   charac...

Points: **1**

Question	Granularity is usually used to characterize the scale of detail in a set of data. The granularity of the fact represents the_____of detail at which it is recorded.
Answer	Transformation
	Summarization
	✅ Level
	Position

4. Multiple Choice: This tool focusses on the following p...

Points: **1**

Question	

This tool focusses on the following points given below. Identify the tool.

- Also called as Adhoc Query Tools
- Allow business users to access data source without writing SQL.
- Hides the complexity of DB from Business Users
- Helps in Decision Making and Administration

Answer	
	NoSql
✅	Business Query
	Business Metric
	OLAP

3. Multiple Choice: This OLAP server for the Datawarehous...

Points: **1**

Question	This OLAP server for the Datawarehouse has the following features listed below. Identify the server

- Uses extended-relational DBMS - to store and manage data
- Analyze large volumes of data across multiple dimensions
- Servers are highly scalable. i.e. Better scalability
- Query performance is poor

Answer	
✅	ROLAP
	MOLAP
	HOLAP
	BOTH 1 AND 2

4. Multiple Choice: In 3 tier Data warehouse architecture...

Points: **1**

Question	In 3 tier Data warehouse architecture the various tiers are Top , Middle and Bottom tiers. One of the tiers functions are listed below.

- This tier has database of the Data warehouse.
- It is usually a relational database system.
- Data is cleansed, transformed & loaded into using back-end tools.

Using these functions identify the correct tier.

Answer

Top Tier

✅ Bottom Tier

Middle Tier

None of above

☐ **5. Multiple Choice: Identify the proper schema used for C...**

Points: **1**

Question

Identify the proper schema used for Conceptual Modeling of Data Warehouses from the details listed below

- It is an extension of a Star Schema, and it adds additional dimensions.
- Hierarchies are divided into separate tables.
- One fact table surrounded by dimension table which are in turn surrounded by dimension table
- The dimension tables are normalized which splits data into additional tables.

Answer

Galaxy Schema

Star Schema

✅ Snowflake Schema

None of above

☐ **6. Multiple Choice: First American Corp was a bank that s...**

Points: **1**

Question

First American Corp was a bank that suffered a lot in their business. To overcome the issue, New management team was brought to cut costs and stop bleeding. The team utilized a strategy enabled by a Data Warehouse and BI. The strategy resolved the issue and the bank restarted functioning well. Which strategy did the team use?

Answer

✅ Customer intimacy strategy

Customer relationship strategy

Customer detection strategy

All of above

7. Multiple Choice: A business company wanted to go for i...

Points: **1**

Question	A business company wanted to go for improved data-driven decision making. They achieved this by merging business intelligence software with other tools, which included social media tools and Web 2.0 technologies. Which BI the company has selected to achieve the above-mentioned goal?
Answer	Real Time BI
	Mobile and Disconnected BI
	✅ Collaborative BI
	All of above

8. Multiple Choice: These are powerful tools or technique...

Points: **1**

Question	These are powerful tools or techniques widely used to study complex data in real time on DB. It also helps managers to study data from different perspectives, explore it to discover hidden info.
Answer	✅ OLAP techniques
	ETL Tools
	Data Mining
	Query and Report Tools

9. Multiple Choice: Which analysis collect, analyze and r...

Points: **1**

Question	Which analysis collect, analyze and report aggregate data about which pages website visitor visits and in what order?
Answer	Profitability Analysis
	Segmentation Analysis

☑ Clickstream Analysis

Advance Analysis

☐ 10. **Multiple Choice: 4: The principle of_____states that th...**   Points: **1**

Question	The principle of_____states that things which share visual characteristics such as shape, size, color, texture, value or orientation will be seen as belonging together.
Answer	☑ Similarity
	Proximity
	Closure
	Continuity

Points: **1**

☐ 11. **Multiple Choice: 5: A balanced scorecard is a performance...**

Question	A balanced scorecard is a performance metric used in strategic management to identify and improve various internal functions of a business and their resulting external outcomes.The four perspectives of a traditional balanced scorecard are Financial, Internal Process, Learning and Growth and _____
Answer	Technical
	Functional
	External Process
	☑ Customers

Points: **1**

☐ 12. **Multiple Choice: 14: Identify the component from the follo...**

Question	Identify the component from the following given points
	• It lets users adjust conditions on the dashboard and view the results. • Conditions are altered by interactive components. • It includes one or more input component and one or more output components

Answer	✅ What-if scenarios
	Alerts
	Display Media
	Risk

☐ 13. Multiple Choice: Which of the following are applicable...

Points: **1**

Question	Which of the following are applicable to Gestalt Principles of visual perception to dashboards?

Answer	✅ Similarity, Continuity, Proximity
	Proximity, Minimality, Continuity
	Similarity, Minimality, Enclosure
	Closure, Differ, Connection

☐ 14. Multiple Choice: Which chart shows the relative shares...

Points: **1**

Question	Which chart shows the relative shares compared to a certain total, for example, relative share of revenue for a product compared to total revenue.

Answer	Bar chart
	Line Chart
	✅ Pie chart

Radar chart

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15. **Multiple Choice: The display media plays a vital role ...**   Points: **1**

Question	The display media plays a vital role to arrange related business information.Several display medias are used with the dashboard.Which display media is used to show the Visualization of alerts or status (e.g. on/off) on dashboard?
Answer	Graphs
	Images
	✅ Icons
	Text

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16. **Multiple Choice: 5: What are defined in the report in ord...**   Points: **1**

Question	What are defined in the report in order to make visible impression to the business user when the report is run?
Answer	✅ Conditions
	Calculations
	Schedule
	Both a and b

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17. **Multiple Choice: This is an information management too...**   Points: **1**

Question	This is an information management tool that visually tracks, analyzes and displays key performance indicators (KPI), metrics and key data points to monitor the health of a business, department or specific process. This tool is designed for ongoing monitoring of specific activities.
Answer	Business Metric

Business Query

✅ Dashboard

Scorecard

☐ **18.** **Multiple Choice: Great designers understand the powerf...**   Points: **1**

Question	Great designers understand the powerful role that psychology plays in visual perception. In this regard, Gestalts have laid down certain principles. Which principle of Gestalt states that things which are closer together will be seen as belonging together.
Answer	✅ Proximity
	Closure
	Similarity
	Connection

☐ **19.** **Multiple Choice: The display media plays a vital role ...**   Points: **1**

Question	The display media plays a vital role to arrange related business information, for example. arranging data as tables or geographically in maps. In this situation, which display media amongst the many available appears as the best option to use?
Answer	✅ Organizers
	Icons
	Text
	Graphs

☐   Points: **1**

20. **Multiple Choice: 8: Choosing between the two**
architecture...

Question	Choosing between the two architecture depend on some variables that can be summed under two headings - Organizational culture and Organizational structure. The organizational structure is mostly aligned with the company's
Answer	System
	✅ Culture
	Business Policies
	All of the above

☐ **21. Multiple Choice: Dictatorship, Anarchy,_____and ...**

Points: 1

Question	Dictatorship, Anarchy,_____and Collaboration are the stages that describe different aspects of Business Intelligence maturity in ASUG Model.
Answer	Standards and Processes
	Governance
	✅ Democracy
	Information and Analytics

☐ **22. Multiple Choice:_____is blueprint/roadmap that ena...**

Points: 1

Question	_____is blueprint/roadmap that enables businesses to measure performance, seek competitive advantages and use data mining and statistics to drive businesses towards success.
Answer	Business Maturity
	Metric
	Business Transformation

✅ BI Strategy

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23. **Multiple Choice: 5- level BI Maturity Model proposed b...**　　　Points: **1**

Question	5- level BI Maturity Model proposed by Gartner tells how mature your data and analytics strategy is. The five levels are Unaware, Tactical ,Focused, Strategic and _____ Possessive
Answer	Performance
	✅ Pervasive
	Progressive
	John McCarthy

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24. **Multiple Answer: The BI vision is documented in a BI S...**　　　Points: **1**

Question	The BI vision is documented in a BI Strategy document to ensure that implementation of specific technology or a data structure remains focused on the BI objectives for a particular organisation. BI vision should be carefully drafted and should include certain documents. Which of following documents are to be included in the BI Vision document?
Answer	✅ Logical Data Architecture and Logical Technology Architecture
	Logical BI Architecture and Logical Technology Architecture
	Logical Data Architecture and Logical Infrastructure Architecture
	✅ Logical BI Architecture and Logical Infrastructure Architecture
	Logical Technology Architecture and Logical BI Infrastructure

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25. **Multiple Choice: Business company is involved in BI pr...**　　　Points: **1**

Question	Business company is involved in BI project. To be on a safer side the company decides to prepare a Plan B so that in case of any issues the project can be brought back on track and performing. This plan is often used by company as an alternate plan. Which plan the company decides to prepare in this situation.
Answer	Project Plan
	Avoidance Plan
	Mitigation Plan
	✅ Contingency plan

26. Multiple Choice: The Proof-of-Concept can h...

Points: **1**

Question	The Proof-of-Concept can help to reduce or eliminate the risks associated with requirements whether working with a new BI technology, asset, or data source. However, there are certain elements that Proof of Concept should include..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

27. Multiple Choice: Rayport-Jaworski (RJ) is th...

Points: **1**

Question	Rayport-Jaworski (RJ) is the Performance Dashboard and is a business management tool that will allow a business to keep track of all aspects of their daily activity. It is intended to reflect the health of the business. It comprises of several steps. The critical steps of Rayport-Jaworski (RJ) performance Dashboards are
Answer	Market Communications and Branding, Implementations, Performance Assessment
	✅ Opportunity Assessment, Business-model Metrics, Customer-interface Design

Financial, Business-model Metrics, User interface design

All of the above

□ **28. Multiple Choice: BI Reporting provides suggestions and...**

Points: **1**

Question	BI Reporting provides suggestions and observations about business trends, empowering decision-makers to act. The two types of BI reports are
Answer	✅ Development intelligence report and Report documents
	Development documents and analytical documents
	Analytical reports and Operational reports
	Intelligence reports and Operational reports

Points: **1**

□ **29. Multiple Answer: Branding and implementation metrics f...**

Question	Branding and implementation metrics focus on
Answer	✅ supply-chain performance
	organizational performance
	✅ marketing communication effectiveness
	✅ organizational dynamics
	supply-chain dynamics

Points: **1**

□ **30. Multiple Choice: A performance dashboard is a business...**

Question	

A performance dashboard is a business management tool that will allow a business to keep track of all aspects of their daily activity. Which dashboard intends to reflect the health of the business?

Answer	Strategic Dashboard
	Analytical Dashboard
	Operational Dashboard
	✅ RJ Performance Dashboard

Points: **1**

31. Multiple Choice: Q10: What are defined in the report in ord...

Question	What are defined in the report in order to make visible impression to the business user when the report is run?
Answer	✅ Conditions
	Calculations
	Schedule
	Both a and b

Points: **1**

32. Multiple Choice: Q6: This helps firms' measure business pe...

Question	This helps firms' measure business performance using both financial and non-financial data
Answer	KPI
	Metric

RJ Performance Dashboard

✅ KN Balance Scorecard

Points: **1**

33. Multiple Choice: Q6: The four perspectives of a traditiona...

Question	The four perspectives of a traditional balanced scorecard are Financial, Internal Process, Learning and Growth and Customers. Among the four perspectives, which perspective says - To achieve our vision how will we sustain our ability to change and improve?
Answer	Financial
	Customers
	Internal Business Process
	✅ Learning and Growth

Points: **1**

34. Multiple Choice: Q3: In which report, you can focus data o...

Question	In which report, you can focus data on using the Summary or Detail filter
Answer	Cross-tab
	Map
	Dimensional
	✅ Relational

Points: **1**

35. Multiple Choice: Q2: The four perspectives are also called...

Question	The four perspectives are also called----------of a traditional balanced scorecard

Answer	Pillars
	✅ Legs
	Levels
	Stages

Points: **1**

36. Multiple Choice: Q1:_____are often used during strategic ...

Question	_____are often used during strategic planning to make sure the company's efforts are aligned with overall strategy and vision.

Answer	✅ Balance Scorecard
	Dashboard
	KPI
	Metric

Points: **1**

37. Multiple Choice: What are critical assets for oil lift...

Question	What are critical assets for oil lift in modern day oil and gas extraction technologies that employ directed and horizontal drilling techniques?

Answer	Fuel pumps
	✅ Electric Submersible Pumps
	Oil pumps
	None of above

☐ **40. Multiple Choice: The Roof of Organization Transformati...**   Points: 1

Question	The Roof of Organization Transformation for an Oil And Gas structure comprises of
Answer	✅ People
	Processes
	Systems
	Communication

☐ **41. Multiple Answer: Identify the primary Use Cases for IB...**   Points: 1

Question	Identify the primary Use Cases for IBM smarter asset management for Oil and Gas
Answer	✅ Core Asset Management
	✅ Advanced Analytics
	Core Asset Analytics
	✅ Turnaround Management
	Turnaround Analytics Management

☐ **42. Multiple Choice: Businesses often have to follow backu...**   Points: 1

Question	Businesses often have to follow backup data strategy as the data happens to be vital. Various back up types are available which are chosen by companies as per the requirement. If the company focuses on its following requirements then which back up type it will choose to meet its requirements.
	• Need to back up changed data,to save restore time and disk space. • Amount of data to be protected is too big • Should provides a much faster method of backing up data than a full backup
Answer	✅ Incremental

High Speed System

Partial

All of the above

☐ **43. Multiple Answer: Types of BI expanded analytics are /...**

Points: **1**

Question	Types of BI expanded analytics are
Answer	Descriptive analytics
	Text analytics
	Image analytics
	✅ Predictive analytics
	✅ Text Mining

☐ **44. Multiple Choice: The shape of the BI solution is drive...**

Points: **1**

Question	The shape of the BI solution is driven by the key decision whether to build a
Answer	Client or Server Architecture System
	✅ Centralized or Decentralized Architecture System
	Autocratic or Entrepreneurial Architecture System
	All of the above

☐ **45. Multiple Answer: What are the typical types of o...**

Points: **1**

Question	What are the typical types of organizational culture?

Answer   ✅ Autocratic

Democratic

✅ Entrepreneurial

Automatic

Innovative

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46. Multiple Choice: Under which BI Project tasks you form...   Points: **1**

Question	Under which BI Project tasks you formalize things - how you plan to identify and prioritize BI Iterations.
Answer	Task 1
	✅ Task 4
	Task 2
	Task 3

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47. Multiple Choice: 9: In well Logging the seismic correlati...   Points: **1**

Question	In well Logging the seismic correlations are handled by
Answer	GeoLogists
	Reservoir Engineers
	✅ Geophysicists
	Drilling Engineers

Points: **1**

48. Multiple Choice: Q14: The organizational structure is mostl...

Question	The organizational structure is mostly aligned with the company's
Answer	System
	✅ Culture
	Business Policies
	All of the above

Points: **1**

49. Multiple Choice: Q15: BI architecture alternatives focuses ...

Question	BI architecture alternatives focuses on following -
Answer	Hardware
	Data Management
	End User tools
	✅ All of the above

Points: **1**

50. Multiple Choice: Q16: What provides institutional...

Question	What provides institutional leadership and direction for the support and development of building a BI capability in line with the BI Strategy?
Answer	✅ Provisos
	Dashboard
	Scorecard

Roadmap

Points: **1**

51. Multiple Choice: Q17: The shape of the BI solution is drive...

Question	The shape of the BI solution is driven by the key decision whether to build a
Answer	Client or Server Architecture System
	✅ Centralized or Decentralized Architecture System
	Autocratic or Entrepreneurial Architecture System
	All of the above

Points: **1**

52. Multiple Choice: Q20: Server Administration is performed by...

Question	Server Administration is performed by -
Answer	Server Administrator
	✅ System Administrator
	Data base Administrator
	None of the above

Points: **1**

53. Multiple Choice: Great designers understand the powerf...

Question	Great designers understand the powerful role that psychology plays in visual perception. In this regard, Gestalts have laid down certain principles. Which principle of Gestalt states that when you see an image that has missing parts, your brain will fill in the blanks and make a complete image so you can still recognize the pattern?

Answer

    Proximity

    ✅ Closure

    Similarity

    Connection

Points: 1

☐ **54. Multiple Choice: Business Goals can be categorized as ...**

Question	Business Goals can be categorized as Analytical, Operational and Strategical. Company often uses tools that can measure progress towards meeting these goals. Scorecards is one tool used for the purpose. Amongst the various goals available, Scorecards are designed to measure progress towards meeting a specific goal. Identify the goal from the options given.
Answer	Analytical business goals
	Operational business goals
	✅ Strategic business goals
	All of the above

Points: 1

☐ **55. Multiple Choice: This is an information management too...**

Question	This is an information management tool that visually tracks, analyzes and displays key performance indicators (KPI), metrics and key data points to monitor the health of a business, department or specific process. This tool is designed for ongoing monitoring of specific activities.
Answer	Business Metric
	Business Query
	✅ Dashboard
	Scorecard

Points: **1**

56. Multiple Choice: q55:_____is the process of verifying tha...

Question	_____is the process of verifying that a user is a bonafide user. This is done with user credentials (a user name and password) that are stored in a secured authentication source. If the credentials are valid, the user is granted access.
Answer	✅ Authentication
	Authorisation
	Content integrity
	Information Security

Points: **1**

57. Multiple Choice: Q57:_____is the most common process used...

Question	_____is the most common process used when backing up a system's files. Due to the time needed to run, this backup is only run once a week leaving recently changed or new files lost forever.
Answer	Incremental Backup
	High Speed System Backup
	Partial Backup
	✅ Full Backup

Points: **1**

58. Multiple Choice: Q58: There are three primary Use Cases for...

Question	

There are three primary Use Cases for IBM smarter asset management for Oil and Gas. The given functions belong to which use case

- Anticipate Asset failure before they occur
- Identify reasons for failure
- Identify maintenance schedules and part inventories

Answer	
	Core Asset Management
✅	Advanced Analytics
	Turnaround Management
	Turnaround Analytics Management

Points: **1**

59. Multiple Choice: Q59: The house for the Organization Transf...

Question	The house for the Organization Transformation for an oil and gas comprises of 5 rooms. Which room of the house focuses on two parameters • Internal • External

Answer	
	People
	Processes
	Systems
✅	Communication

Points: **1**

60. Multiple Answer: Q60: The Asset Analytics for Rotational Eq...

Question	The Asset Analytics for Rotational Equipment in Oil and Gas solution complements which IBM components offering, to support the business needs of asset-intensive industries that want to improve process efficiency and product quality, and lower operational risk.

Answer	
✅	IBM Maximo Asset Management

✅ IBM Enterprise Asset Management

IBM Minimo Asset Management

IBM Professional Asset Management

Select: All None   Select by Type: [- Question Type ✔]

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← OK