Unitwise Multiple Choice Questions

Select the correct option.

Unit-I

1. What is the primary goal of Business Intelligence (BI)?
a. Increase employee satisfaction
b. Enhance operational efficiency
c. Improve decision-making through data analysis
d. Reduce production costs

2. Which of the following is a key component of a typical BI system?
a. Enterprise Resource Planning (ERP)
b. Customer Relationship Management (CRM)
c. Data Warehouse
d. Project Management Software

3. What does OLAP stand for in the context of Business Intelligence?
a. Online Application Processing
b. On-Demand Logistics and Analysis Platform
c. Online Analytical Processing
d. Open Language Access Protocol

4. In BI, what term refers to the process of cleaning, organising and preparing data for analysis?
a. Data Mining
b. Data Integration
c. Extract, Transform, Load (ETL)
d. Data Visualisation

5. Which visualisation technique is suitable for representing hierarchical data structures in BI reports?
a. Pie Charts
b. Bar Charts
c. Tree Maps
d. Scatter Plots

6. What is the purpose of a Key Performance Indicator (KPI) in the context of BI?
a. To measure the efficiency of employees
b. To evaluate the success of marketing campaigns
c. To monitor and assess performance against strategic goals
d. To analyse customer satisfaction surveys

7. Which of the following is a common challenge in implementing Business Intelligence solutions?
a. Lack of data security concerns
b. Difficulty in finding skilled personnel
c. Excessive reliance on real-time data
d. Minimal need for data integration

8. What is 'predictive analytics' in the context of BI?
a. Analysing historical data to identify patterns and trends
b. Making real-time decisions based on current data
c. Forecasting future trends and outcomes
d. Assessing the performance of key metrics

9. What role does a BI dashboard play in an organisation?
a. Managing employee payroll
b. Providing a centralised view of key performance metrics
c. Creating marketing strategies
d. Handling customer complaints

10. Which of the following is not a phase in the typical BI process?
a. Data exploration
b. Data transformation
c. Data elimination
d. Data visualisation

11. What is the first step in the decision-making process model?
a. Implementing the decision
b. Identifying the problem
c. Evaluating alternatives
d. Gathering information

12. Which decision-making model involves a step-by-step process of defining the problem, generating alternatives and evaluating options before making a choice?
a. Rational decision-making model
b. Intuitive decision-making model
c. Bounded rationality model
d. Satisficing model

13. In the decision-making process, what does the acronym SWOT stand for?
a. Strengths, Weaknesses, Opportunities, Threats
b. Strategic, Weaknesses, Opportunities, Trends
c. Systematic, Workable, Objectives, Tactics
d. Success, Wisdom, Objectives, Timelines

14. Which type of decision-making model is based on rules, procedures and precedents, and is often used in routine and repetitive situations?
    a. Normative decision model
    b. Bounded rationality model
    c. Programmed decision model
    d. Intuitive decision model

15. What is the term for a decision-making bias where individuals give preference to information that confirms their pre-existing beliefs or values?
    a. Confirmation bias
    b. Anchoring bias
    c. Availability bias
    d. Overconfidence bias

16. Which step in the decision-making process involves weighing the pros and cons of each alternative and selecting the best course of action?
    a. Identifying the problem
    b. Generating alternatives
    c. Evaluating alternatives
    d. Implementing the decision

17. What is the term for a decision-making approach that relies on intuition, gut feeling and holistic judgment rather than a systematic analysis of alternatives?
    a. Rational decision-making
    b. Intuitive decision-making
    c. Behavioural decision-making
    d. Normative decision-making

18. In the decision-making context, what does the acronym VUCA stand for?
    a. Volatile, Unpredictable, Complex, Ambiguous
    b. Vision, Unity, Collaboration, Adaptability
    c. Variable, Unrestricted, Coordinated, Assertive
    d. Values, Understanding, Creativity, Agility

19. What is the main characteristic of the Incremental Decision-Making Model?
    a. It involves a thorough analysis of all alternatives
    b. It is rapid and relies on intuition
    c. Decisions are made in small, manageable steps
    d. It considers only the immediate consequences of decisions

20. Which decision-making model acknowledges that individuals have limits on their ability to process information and make decisions, leading to satisficing rather than optimising?
    a. Normative decision model
    b. Bounded rationality model
    c. Programmed decision model
    d. Incremental decision-making model

21. What is the primary purpose of a Decision Support System (DSS)?
    a. Automating routine tasks
    b. Enhancing decision-making processes
    c. Managing customer relationships
    d. Tracking employee attendance

22. Which component of a Decision Support System is responsible for collecting and storing relevant data for analysis?
    a. Decision maker
    b. Model base
    c. Data management subsystem
    d. User interface

23. What type of DSS focuses on solving specific and structured problems using pre-defined algorithms?
    a. Model-Driven DSS
    b. Data-Driven DSS
    c. Document-Driven DSS
    d. Knowledge-Driven DSS

24. Which decision support tool is designed to assist in exploring and analysing large volumes of data interactively?
    a. Expert Systems
    b. Geographic Information Systems (GIS)
    c. Data Mining
    d. Executive Information Systems (EIS)

25. What is the function of the User Interface component in a Decision Support System?
    a. Generating reports
    b. Interacting with decision-makers
    c. Managing databases
    d. Analysing trends

26. Which type of DSS emphasises access to external information sources such as databases, news and market research?
    a. Data-Driven DSS
    b. Document-Driven DSS
    c. Knowledge-Driven DSS
    d. Communications-Driven DSS

27. **What role does the model base play in a Decision Support System?**
    a. Manages user interactions
    b. Stores historical data
    c. Provides decision-making algorithms and models
    d. Displays graphical representations of data

28. **In a Decision Support System, what does 'What-If' analysis refer to?**
    a. Analysing past performance
    b. Simulating the impact of different scenarios
    c. Identifying key performance indicators
    d. Generating automated reports

29. **Which DSS component is responsible for processing information based on predefined rules and criteria?**
    a. User interface
    b. Model base
    c. Data management subsystem
    d. Knowledge base

30. **How does Geographic Information Systems (GIS) contribute to Decision Support Systems?**
    a. By managing financial data
    b. By providing spatial analysis and mapping
    c. By automating routine tasks
    d. By generating executive reports

31. **What is the primary purpose of Group Decision Support Systems (GDSS)?**
    a. Automating routine tasks
    b. Enhancing individual decision-making
    c. Facilitating group collaboration and decision-making
    d. Managing customer relationships

32. **Which of the following is a characteristic feature of Groupware Technologies?**
    a. Focused on individual tasks
    b. Enhances communication and collaboration among group members
    c. Limited to decision-making processes
    d. Primarily used for data analysis

33. **What type of communication tool is often used in Groupware Technologies to support real-time discussions among group members?**
    a. E-mail
    b. Video conferencing
    c. Spreadsheet
    d. Database management system

34. **In the context of GDSS, what does 'brainstorming' refer to?**
    a. A technique for generating creative ideas within a group
    b. Documenting decisions made by individuals
    c. Analysing historical data
    d. Implementing decision outcomes

35. **Which feature of GDSS allows participants to anonymously contribute ideas and opinions during a decision-making session?**
    a. Video conferencing
    b. Anonymity of Input
    c. Decision modeling
    d. Real-time collaboration

36. **What is a common purpose of using a shared calendar in Groupware Technologies?**
    a. Tracking individual tasks
    b. Scheduling group meetings and events
    c. Analysing market trends
    d. Conducting performance evaluations

37. **Which GDSS feature enables participants to vote on different alternatives during a decision-making process?**
    a. Real-time collaboration
    b. Decision modeling
    c. Voting/Polling
    d. Anonymity of Input

38. **What is the primary goal of Group Decision Support Systems in terms of decision quality?**
    a. Minimising individual contributions
    b. Maximising the speed of decision-making
    c. Improving the quality and effectiveness of group decisions
    d. Reducing the need for collaboration

39. **Which Groupware Technology tool is designed to facilitate asynchronous communication and collaboration among group members?**
    a. Instant messaging
    b. Video conferencing
    c. Shared document editing
    d. Virtual reality meetings

40. **In GDSS, what role does the facilitator play during a decision-making session?**
    a. Providing individual solutions
    b. Controlling the decision outcome
    c. Guiding the group process and ensuring effective communication
    d. Restricting group collaboration