BRAINWARE UNIVERSITY

ODD Semester Examinations 2021- 22

Programme – Bachelor of Business Administration in Hospital Management - 2020 [BBA(HM)]

Course Name – Business Data Analytics

Course Code – GECS301

(Semester III)

Time allotted : 1 Hour 15 Minutes   Full Marks : 60

(Multiple choise type question)   60 x 1 = 60

Choose the correct alternative from the following

(I) Which statement is valid if a fair coin is flipped 10 times

A) The probability of all heads is greater than the probability of all tails.

B) The probability of HHHHHHHHHH = the probability of HTHTHTHTHT.

C) The number of heads will equal the number of tails.

D) The probability of HHHHHHHHHH < the probability of HTHTHTHTHT.

(II) What is the first step in acquisition of data for the warehouse?

A) data must be formatted for consistency

B) data must be extracted from multiple, heterogeneous sources

C) data must be cleaned to ensure validity

D) All of these

(III) _____ is an example of application development environments.

A) SQL Server

B) Sybase

C) Oracle

D) Visual Basic

(IV) What approach is taken by decision tree for knowledge learning?

A) Inductive

B) Statistical

C) Association rules

D) Substitutive

(V) Probability Distribution Test which statement is valid if sampling with replacement

A) Both the numerator and denominator for the next event's probability change.

B) None of the values used in calculating the next event's probability change.

C) The numerator for the next event's probability changes.

D) The denominator for the next event's probability changed.

(VI) Which type of analytics, recommend decisions using optimization, simulation etc.

A) Predictive

B) Descriptive

C) Decisive

D) Prescriptive

(VII) Using the F11 shortcut key to create a chart on chart sheet in MS-Excel creates _____.

A) A 3-dimensional line chart

B) A default chart

C) A 2-dimensional bar chart

D) A 2-dimensional column chart

(VIII) Which of the following approaches should be used to ask a Data Analysis question?

A) Find only one solution for particular problem

B) Find out the question which is to be answered

C) Find out answer from dataset without asking question

D) None of the mentioned

(IX) What is the benefit of data warehousing?

A) sharing the analysis

B) presentation of information

C) testing of hypothesis

D) All of these

(X) What does the classification method in which upper limit of interval is same as of lower limit class interval called?

A) less than type distribution

B) variation distribution

C) more than type distribution

D) marginal distribution

(XI) When using data visualization, you should use no more than _ numbers on a page.

A) 5   B) 10

C) 15   D) 20

(XII) While using a pivot table in Excel, you drop the fields of information that you want in the interior of the pivot table in which of the following areas

A) Column Labels   B) Row Labels

C) Values   D) Report Filter

(XIII) Polly and Sergei are working on a project to explain how the rise in oil prices is leading to a rise in lunch prices at their school. Polly wants to have a chart showing the oil prices every day over the past 18 months and a different chart showing the lunch prices every day over the past 18 months. Sergei argues that having two separate charts won't show the relationship between oil prices and lunch prices. He also thinks that the charts are showing too many data points. Instead, he wants to use a program to make a chart that shows both the oil prices and the lunch prices on the same chart. In addition, rather than plotting the prices for every day, he only wants to chart the average monthly prices for oil and lunch. Why would Sergei's approach make it easier for other people to analyze the data than Polly's approach?

A) Sergei's chart would be much smaller than Polly's chart, so people wouldn't be overloaded with visual information.

B) Polly's presentation is more likely to be misunderstood because it uses two charts.

C) It is always better to put all of the data you want to analyze on the same chart.

D) By transforming and summarizing the available data, Serge's chart would more effective in showing any trends that may have occurred.

(XIV) Which of the following is not an example of the kinesthetic modality?

A) Playing softball   B) Speeches

C) Rain hitting your face   D) Touching objects

(XV) Graphics objects on a chart in MS-Excel are used to _____.

A) Help explain the chart data   B) Add interest to a chart

C) Add emphasis to chart data   D) all of these

(XVI) Discrete variables and continuous variables are two types of

A) Quantitative classification   B) time series classification

C) Qualitative classification   D) open end classification

(XVII) If standard deviation of population 1 is 3 with sample size 8, and population 2 standard deviation is 5 with sample size is 7 then what is the standard deviation of sampling distribution?

A) 1.044   B) 3.044

C) 2.044   D) 4.044

(XVIII) Median, mode, deciles and percentiles are all considered as measures of

A) sample averages   B) mathematical averages

C) averages of position   D) population averages

(XIX) What is the use of a spreadsheet model?

A) Because spreadsheets are convenient.   B) To implement a computer model.

C) To analyze decision alternatives.   D) All of these.

(XX) Which type of analytics, supports human decisions with visual analytics the user models to reflect reasoning?

A) Predictive   B) Descriptive

C) Decisive   D) Prescriptive

(XXI) Which type of analytics, recommend decisions using optimization, simulation etc.

A) Decisive   B) Prescriptive

C) Descriptive   D) Predictive

(XXII) Data mining is

A) The actual discovery phase of a knowledge discovery process

B) The stage of selecting the right data for a KDD process

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

D) None of these

(XXIII) Which factor influences the most of hardware selection for data warehouse

A) Architecture data skew   B) Redundancy

C) Data security   D) Parallelism

(XXIV) What is the characteristic of a variable being termed independent

A) The variable is described as an output of the spreadsheet model.

B) The variables have no relationship to one another.

C) The decision maker has no control over them.

D) The function value depends upon their values

(XXV) Which of the following statements is NOT a benefit of using computers to process data?

A) People can use computers to find patterns in data and make predictions

B) computers help people visualize data so that it is easy to extract useful information

C) Websites can spy on people and gather large amounts of personal data without the user's knowledge.

D) computers are able to easily process, manipulate, and display large amounts of data in a short amount of time

(XXVI) The essence of decision analysis is

A) choosing the best course of action among alternatives.

B) thinking ahead to avoid negative consequences.

C) finding the root cause of why something has gone wrong.

D) breaking down complex situations into manageable elements.

(XXVII) Area diagrams and surface diagrams are other names of

A) two dimensional diagrams

B) four dimension diagrams

C) single dimension diagrams

D) three dimensional diagrams

(XXVIII) Business analytics process results in which of these?

A) Evidence based decisions

B) Data driven decisions

C) Better decisions

D) All of these

(XXIX) Study the following information carefully and answer the questions that follow: In a state, Government recruited 4000 teachers for teaching five different subjects viz. Science, Mathematics, Hindi, Social Science and English. Fifteen percent of the total number of teachers are recruited for teaching Science. Three tenth of the total number of teachers is recruited for teaching Mathematics. Teachers recruited for teaching Hindi are two-third of the number of teachers recruited for Mathematics. 12 percent of the remaining teachers are recruited for teaching Social Science. Rest of the teachers are recruited for teaching English. Number of teachers recruited for teaching Mathematics is approximately what percentage of the total number of teachers recruited for Hindi and Science together?

A) 72

B) 74

C) 78

D) 86

(XXX) What does the value which is added or subtracted from point estimate to develop interval estimate of any parameter of population is classified as?

A) margin of biasedness

B) margin of efficiency

C) margin of consistency

D) margin of error

(XXXI) What is to be used when faced with the decision of how to arrange furniture in a room

A) Mental model

B) Physical model

C) Visual model

D) Mathematical model

(XXXII) Expansion for DSS in DW is_____.

A) Decision Support system

B) Decision Single System

C) Data Support System

D) Data Storable System

(XXXIII) Considering sample statistic, if mean of sampling distribution is equal to population mean then what does sample statistic is classified as?

A) hypothesis estimator

B) interval estimator

C) unbiased estimator

D) biased estimator

(XXXIV) The analysis based on study of price fluctuations, production of commodities and deposits in banks is classified as

A) sample series analysis

B) time series analysis

C) numerical analysis

D) experimental analysis

(XXXV) Which of the following are characteristics of data visualization?

A) Provide the ability to understand information.

B) Can be simple.

C) Can be complex.

D) All of these.

(XXXVI) What is the F ratio under one-way ANOVA experiment for mean square between treatments being 4 and mean square for error term being 2

A) 16.0

B) 4.0

C) 8.0

D) 2.0

(XXXVII) Which is the function of business data classification?

A) Brings out the cause and effect relationship   B) Prepare the data for tabulation

C) Condense the data   D) All of these

(XXXVIII) If in two units of company, unit one employees are 650 and monthly salary is $2750, employees in unit two are 700 and monthly salary is $2500 then what is their combined arithmetic mean?

A) 2320   B) 2620

C) 2420   D) 2520

(XXXIX) What is the example when, the main parameter of interest is a population proportion

A) A randomized experiment   B) A binomial experiment

C) An observational study   D) A normal experiment

(XL) While using a pivot table in Excel, you drop the fields of information that you want in the interior of the pivot table in which of the following areas?

A) Values   B) Row Labels

C) Column Labels   D) Report Filter

(XLI) In which of the following categories of data visualizations is a subway map included:

A) Temporal   B) 3D or volumetric

C) Network   D) 1D or linear

(XLII) What is the probability of two letters selected from a batch to both weigh less than 1 gm, if the weight of a package is normally distributed with a mean of 2 gm and a standard deviation of .5 gm.

A) 5.0E-4   B) 0.0228

C) 0.4772   D) 0.0456

(XLIII) Term used to describe frequency curve is

A) relative frequency curve   B) symmetry and kurtosis

C) symmetrical distribution   D) kurtosis of distribution

(XLIV) What define the mean

A) the statistical or arithmetic average.   B) the best representation for every set of data.

C) the middlemost score.   D) the most frequently occurring score.

(XLV) Which basis is used to range partition records

A) Name range   B) Record hash

C) Record length   D) None of these

(XLVI) Which of the answers is an example of the kinesthetic modality?

A) A speech   B) The rain on our face

C) A movie   D) A picture

(XLVII) _____ is a good alternative to the star schema.

A) Star-snowflake schema   B) Fact constellation

C) Snowflake schema   D) Steller schema

(XLVIII) What is the disadvantage of using the sum of squared deviations for measuring variability

A) it uses the mean in its calculation.   B) it cannot be used in any other statistical analyses.

C) it can only be used with ratio data.   D) it does not take N into account.

(XLIX) Source data from the warehouse comes from _____.

A) ORDBMS   B) MDDB

C) ODS   D) TDS

(L) What does measure of variability indicates

A) If the high and low extreme scores cancel each other out.   B) how well the measure of central tendency represents the entire set of scores.

C) whether or not to compute percentiles.   D) If the mean is greater than the mode.

(LI) The branch of statistics which deals with development of particular statistical methods is classified as

A) industry statistics   B) economic statistics

C) applied statistics   D) mathematical statistics

(LII) Which of the following describes of data visualization?

A) Eyesight oriented

B) Easy to understand

C) Quick to learn

D) All of these

(LIII) The model which consists of management philosophy, behavioral tools and statistical methods as key steps towards improvement is considered as

A) serial improvement process model

B) behavioral improvement process model

C) quality improvement process model

D) statistics improvement process model

(LIV) What is NOT a benefit of modeling

A) Modeling is less expensive than implementing several alternative solutions.

B) Modeling finds the right answers to incorrect or flawed problem statements.

C) Modeling delivers needed information on a more timely basis.

D) Modeling is helpful in examining things that would be impossible to do in reality.

(LV) How does better decision making by using a modeling process is achieved

A) the insight gained through the process.

B) the timeliness of the results obtained.

C) the visualization of the system being studied.

D) the interaction with the spreadsheet.

(LVI) Which statement is valid if sampling is done with replacement?

A) Both the numerator and denominator for the next event's probability change.

B) None of the values used in calculating the next event's probability change.

C) The denominator for the next event's probability changed.

D) The numerator for the next event's probability changes.

(LVII) Criteria of selecting point estimator must include information of

A) efficiency

B) consistency

C) unbiasedness

D) all of these

(LVIII) Which term refers to the risk of a type I error in a hypothesis test

A) Confidence level

B) Beta risk

C) Power

D) Level of significance

(LIX) _____ is a subject-oriented, integrated, time-variant, nonvolatile collection of data in support of management decisions.

A) Data Warehousing

B) Text Mining

C) Data Mining

D) Web Mining

(LX) Which MS-Excel function converts miles to kilometers, kilograms to pounds, and so on

A) Change

B) Product

C) Convert

D) All of these