



# BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**

**Programme – Bachelor of Business Administration**

**Course Name – Content Management and Business Intelligence**

**Course Code - GECS401**

**( Semester IV )**

**Time allotted : 1 Hrs.15 Min.**

**Full Marks : 60**

[The figure in the margin indicates full marks.]

## Group-A

(Multiple Choice Type Question)

1 x 60=60

*Choose the correct alternative from the following :*

- (1) HTML stands for -
 

a) HighText Machine Language	b) HyperText and links Markup Language
c) HyperText Markup Language	d) None of these
- (2) The correct sequence of HTML tags for starting a webpage is -
 

a) Head, Title, HTML, body	b) HTML, Body, Title, Head
c) HTML, Head, ,Body,Title	d) HTML, Head, Title, Body
- (3) Which of the following element is responsible for making the text bold in HTML?
 

a) <pre>	b) <a>
c) <b>	d)  
- (4) Which of the following tag is used for inserting the largest heading in HTML?
 

a) <h2>	b) <h1>
c) <h3>	d) <h4>
- (5) Which of the following tag is used to insert a line-break in HTML?
 

a)  	b) <a>
c) <pre>	d) <b>
- (6) How to create an unordered list (a list with the list items in bullets) in HTML?
 

a) <ul>	b) <ol>
c) <li>	d) <i>
- (7) How to create an ordered list (a list with the list items in numbers) in HTML?
 

a) <ul>	b) <ol>
c) <li>	d) <i>
- (8) Which of the following element is responsible for making the text italic in HTML?

- a) <i>
- b) <italic>
- c) <it>
- d) <pre>

(9) How to insert an image in HTML?

- a) <img href = "jtp.png" />
- b) <img url = "jtp.png" />
- c) <img link = "jtp.png" />
- d) <img src = "jtp.png" />

(10) How to create a checkbox in HTML?

- a) <input type = "checkbox">
- b) <input type = "button">
- c) <checkbox>
- d) <input type = "check">

(11) Which HTML tag is used to display the power in expression, i.e., (x2 - y2)?

- a) <sup>
- b) <sub>
- c) <p>
- d) none of these

(12) Which of the following tag is used to define options in a drop-down selection list?

- a) <select>
- b) <list>
- c) <dropdown>
- d) <option>

(13) PHP files have a default file extension of \_\_\_\_\_

- a) .html
- b) .xml
- c) .php
- d) .ph

(14) What should be the correct syntax to write a PHP code?

- a) php >
- b) < ? php ?>
- c) <? ?>
- d) <?php ?>

(15) What is the prefix for declaring variable in PHP?

- a) %
- b) #
- c) @
- d) \$

(16) Which is the correct way to comment out something in HTML?

- a) Using ## and #
- b) Using <!-- and -->
- c) Using </-- and -/>
- d) Using <!-- and -!>

(17) Which of the below statements is equivalent to \$sub -= \$sub?

- a) \$sub = \$sub
- b) \$sub = \$sub -\$sub
- c) \$sub = \$sub - 1
- d) \$sub = \$sub - \$sub - 1

(18) Who among this is the founder of php language?

- a) Tim Berners-Lee
- b) Brendan Eich
- c) Guido van Rossum
- d) Rasmus Lerdorf

(19) In which year php was created?

- a) 1993
- b) 1994
- c) 1995
- d) 1996

(20) Which of the following tag is used to add rows in the table?

- a) <td> and </td>
- b) <th> and </th>
- c) <tr> and </tr>
- d) None of these

(21) Which statement will output \$x on the screen?

- a) echo "\$x";
- b) echo "\$\$x";
- c) echo "/\$x";
- d) echo "\$x;";

(22) PHP files can contain \_\_\_\_\_ code.

- a) text  
c) python
- b) HTML  
d) All of these
- (23) On which Platform PHP Runs?
- a) Windows  
c) Mac OS
- b) Linux  
d) All of these
- (24) PHP is a \_\_\_\_\_ language?
- a) web side scripting  
c) Server-side scripting
- b) client-side scripting  
d) Both ii and iii
- (25) The term PHP is an acronym for PHP:\_\_\_\_\_.
- a) Hypertext Preprocessor  
c) Hypertext markup Preprocessor
- b) Hypertext multiprocessor  
d) Hypertune Preprocessor
- (26) The tags in HTML are -
- a) case-sensitive  
c) not case sensitive
- b) in upper case  
d) in lowercase
- (27) Which is a HTML-writer-readable file that is mostly HTML with special codes to substitute in values provided By a engine.?
- a) Path  
c) Theme
- b) Template  
d) Page
- (28) On which operating systems is required for PHP
- a) Windows  
c) Mac OS
- b) Linux  
d) All of these
- (29) \_\_\_\_\_ viewing new and updated content?
- a) User  
c) Trigger
- b) Tracker  
d) Theme
- (30) What is wordpress?
- a) Framework  
c) Programming Language
- b) CMS  
d) Operating system
- (31) Information is:
- a) unprocessed Data  
c) Facts
- b) processed Data  
d) All of these
- (32) What should be a major characteristic of a DSS?
- a) Automates decision making.  
c) Responds quickly to the changing Needs of decision makers
- b) Includes a spreadsheet mode  
d) All of the mentioned
- (33) Artificial Intelligence is about \_\_\_\_\_.
- a) Playing a game on Computer  
c) Programming on Machine with your Own Intelligence
- b) Making a machine Intelligent  
d) Putting your intelligence in Machine
- (34) What would one conclude after visiting DSS-related sites on the World-Wide Web?
- a) There is limited support for DSS researchers and practitioners on the World -Wide Web  
c) The quality and value of DSS -related Web sites is outstanding
- b) The Web is where the DSS research and development Action is occurring  
d) All of the Mentioned

- (35) What is a data warehouse?
- a) A database application that searches for hidden patterns In a data base.
- b) A database designed to support decision making in organizations. It is batch updated and structured for rapid on-line queries and managerial summaries.
- c) An interactive computer based system which helps decision makers utilize data and models to identify and solve problems and make Decisions.
- d) All of the Mentioned
- (36) What general type of DSS would include file drawer systems, data warehouses, on-line analytical processing (OLAP) systems, and Executive Information Systems?
- a) Communications-Driven DSS
- b) Data-Driven DSS
- c) Document-Driven DSS
- d) Knowledge-Driven DSS
- (37) What type of computerized system records current information and emphasizes data integrity and consistency?
- a) Data Analysis System.
- b) File Drawer System
- c) Transaction Processing System
- d) All of the Mentioned
- (38) What is the most important component of a Decision Support System?
- a) Architecture and network Design
- b) Database.
- c) Mathematical models and analytical tools
- d) User interface
- (39) Which of the following web sites provides organized information on a wide variety of Decision Support Systems topics
- a) <http://DSSResources.COM>
- b) <http://www.usatoday.com>
- c) <http://www.zoogdisney.com>
- d) <http://www.hotmail.com>
- (40) What category of software technology enables analysts, managers and executives to gain insight into data through fast, consistent, interactive access to a wide variety of possible views of information that has been transformed from raw data to reflect the real dimensionality of the enterprise as understood by the user.
- a) Data Warehouse software.
- b) On-line Analytical Processing (OLAP) software.
- c) On-line Transaction Processing (OLTP) software
- d) All of the Mentioned
- (41) The components of an expert system include a \_\_\_\_\_ that perform inferences on the knowledge in the knowledge base and communicate answers to a user's questions.
- a) Database and software modules
- b) knowledge base and software modules
- c) Communication base and software modules
- d) knowledge base and interactive device
- (42) \_\_\_\_\_ involves using multi-sensory human-computer interfaces that enable human users to experience computer-simulated objects, spaces, activities, and "worlds" as if they actually exist.
- a) Virtual office
- b) Virtual reality
- c) Real reality
- d) Reality
- (43) . \_\_\_\_\_ is a field of science and technology based on disciplines such as computer science, biology, psychology, linguistics, mathematics, and engineering
- a) Natural intelligence
- b) Artificial intelligence
- c) Articulate Intelligence
- d) None of these

- (44) A user checks his email, looks up the current company stock price, checks his available vacation days, and receives an order from a customer—all from the browser on his desktop. That is the next—generation intranet, also known as:
- a) Corporate or enterprise information system portal
  - b) corporate or enterprise Information
  - c) Corporate or enterprise homepage
  - d) None of these
- (45) The first goal of executive information systems is to provide top executives with immediate and easy access to information about a firm's \_\_\_\_\_, that is, key factors that are critical to accomplishing an organization's strategic objectives.
- a) Critical Success Factors (CSFs)
  - b) Critical Accomplishing Factors (CAFs)
  - c) Critical executive system (CECs)
  - d) None of these
- (46) \_\_\_\_\_ is one of the most common and useful types of data mining for marketing. The purpose of market basket analysis is to determine what products customers purchase together with other products
- a) Market Box Analysis (MBA)
  - b) Market of Business Administration (MBA)
  - c) Market Bazar Analysis (MBA )
  - d) Marketing Information System
- (47) In which of the following types of analysis, the goal is to find the optimum value for one or more target variables, given certain constraints?
- a) what-if analysis
  - b) Optimization
  - c) Goal-seeking analysis
  - d) None of these
- (48) In which of the following types of analysis, the value of only one variable is changed repeatedly, and the resulting changes on other variables are observed.
- a) what-if analysis
  - b) Sensitivity analysis
  - c) Goal-seeking analysis
  - d) None of these
- (49) Decision support system involves all of the following types of analytical modeling activities except
- a) what-if analysis
  - b) Sensitivity analysis
  - c) Goal-seeking analysis
  - d) Heuristics
- (50) Another name of goal seeking analysis is:
- a) How to
  - b) How can
  - c) Why not
  - d) What's up
- (51) \_\_\_\_\_ represent complex data using interactive three-dimensional graphical forms such as charts, graphs, and maps.
- a) Data Entry Systems
  - b) Data Analysis systems
  - c) Database Management
  - d) Data visualization systems
- (52) Which of the following involves analyzing complex relationships among thousands or even millions of data items stored in data marts, data warehouses, and other multidimensional databases to discover patterns, trends, and exception conditions?
- a) OLTP
  - b) OLAP
  - c) OISE
  - d) OLALA
- (53) Data independence means
- a) Data is defined separately and not included in programs
  - b) Programs are not dependent on the physical attributes of data
  - c) Programs are not dependent on the logical attributes of data
  - d) Both (B) and (C)
- (54) A definition or a concept is if it classifies any examples as coming within the concept

- a) Complete  
c) Constant
- b) Consistent  
d) None of these
- (55) A definition of a concept is if it recognizes all the instances of that concept
- a) Complete  
c) Constant
- b) Consistent  
d) None of these
- (56) Black boxes are
- a) This takes only two values. In general, these values will be 0 and 1 and they can be coded as one bit  
c) Constant
- b) The natural environment of a certain species  
d) None of these
- (57) E-R model uses this symbol to represent weak entity set?
- a) Dotted rectangle  
c) Doubly outlined rectangle
- b) Diamond  
d) None of these
- (58) Classification accuracy is
- a) A subdivision of a set of examples into a number of classes  
c) The task of assigning a classification to a set of examples
- b) Measure of the accuracy, of the classification of a concept that is given by a certain theory  
d) None of these
- (59) Choose out the correct statement.
- a) The choice of an appropriate metric will influence the shape of the clusters  
c) In general, the merges and splits are determined in a greedy manner
- b) Hierarchical clustering is also called HCA  
d) All of the mentioned
- (60) Which of the following is finally produced by Hierarchical Clustering?
- a) final estimate of cluster centroids  
c) assignment of each point to clusters
- b) tree showing how close things are to each other  
d) all of the mentioned