BUSINESS INTELLIGENCE: QUESTION BANK

UNIT-I

01	What is business intelligence? **Or** What is the main purpose of business intelligence?
02	What are the advantages of making decision using business intelligence over making decision without business intelligence?
03	Explain important of effective & timely decision.
04	What is the difference between data, information and knowledge?
05	Explain the role of mathematical model in business intelligence.
06	Draw and explain business intelligence architecture.
07	Explain various components of business intelligence.
08	Explain cycle of business intelligence analysis.
09	What are the enabling factor in business intelligence project?
10	List and explain different phases of business intelligence system.
11	Short note on ethics in business intelligence.
12	What is system? Explain closed cycle system and with suitable example.
13	What are the various factors that influence a rational choice while making decision in problem solving?
14	Explain logical structure of decision making process.
15	List and explain types of decision according to their nature.
16	What is decision support system (DSS)? Explain representation of DSS.
17	Explain logical flow of a problem solving process.
18	What are the factors that influence rational choice?
19	Explain logical flow of decision making process.
20	List and explain phases of decision making process.
21	What are the factors that affect the degree of success of a DSS?
22	What are various types of decision according to their nature? **OR** Explain structured, unstructured and semi-structured
23	What are various types of decision according to their nature? **OR** Explain strategic, tactical and operational dictions.
24	Explain the characteristics of the information in terms of the scope of decision.
25	Short note on evolution of decision making process:
26	Describe the structure of DSS with diagram.
27	List and explain features of DSS
28	Explain the added components in extended structure of decision support systems.
29	Describe the phases in the development of a decision support systems.
30	What are the factors that may affect the degree of success of decision support systems (DSS)?

UNIT-II

01	Explain the structure of mathematical model.
02	How mathematical models are divided according to their characteristics.
03	Explain division of mathematical model converting its probabilistic nature.
04	Explain division of mathematical model according to the temporal dimension in the model?
05	How mathematical model is divided into various categories?
06	List and explain various phases in the development of mathematical of decision making.
07	List the classes of mathematical model? Explain any one of them.
08	Short note on: a) Predictive model b) Pattern recognition and learning model c) Optimization model d) Project management model e) Risk analysis model f) Waiting line model
09	What is data mining? List the real life application of data mining.
10	What is interpretation and predictions? Give example.
11	List and explain various applications of data mining.
12	Difference between data mining, classical statistics and OLAP.
13	Explain the terminology used in representation of input data.
14	Explain categorical and numerical attributes with proper example.
15	List and explain taxonomy attributes of numerical attributes.
16	Explain the process of data mining with suitable diagram.
17	Difference between supervise learning and unsupervised learning
18	Write short note on principal component analysis (PCA).
19	What are the methodology available for analysis?
20	What are the various data mining task?
21	Write a short note on data preparation.
22	Explain data validation, Incompleteness, noise, inconsistency of quality of input data.
23	What is incomplete data? What are the techniques to be adopted to current incomplete data?
24	How data is affected by noise?
25	Explain data transformation.
26	List and explain various standardization techniques.
27	Short note on data reductions. What are the criteria to determine a data?

UNIT-III

01	What is classification model? Explain three phases of classification model
02	List and explain the categories of classification models.
03	What are the criteria used to evaluate mathematical model.
04	What is the holdout method?
05	Explain repeated random sampling
06	Explain cross validation
07	Write short note on confusion matrix.
08	Explain ROC curve chart
09	What is classification tree? Write top-down induction of classification tree.
10	Explain splitting rules, stopping criteria and pruning criteria in classification tree.
11	Explain univariate splitting criteria
12	Short note on Bayesian Method of classification.
13	Explain Naïve Bayesian classifier.
14	Explain Bayesian Network
15	Short note on logistic regression,
16	What is neural network? Explain the Rosenblatt perception
17	What is neural network? Multi-level feed-forward network.
18	Short note on support vector machines.
19	What is clustering? What are the requirements to be fulfilled by clustering methods.
20	List the taxonomy of clustering methods. List the types of clustering methods. How clustering methods are classified.
21	Explain partition method of clustering
22	Write k-means algorithm for clustering.
23	Write k-medoid algorithm for clustering.
24	Define neural network.
25	Short note on support vector machine.
26	Explain the following: (i) Agglomerative algorithm. (ii) Divisive algorithm.
26	Explain the following methods of clustering. (i) Affinity methods. (ii) Partition method.

UNIT-IV

01	What is relational marketing? What are the objectives of relational marketing?
02	Explain cross selling and up selling.
03	What do you understand by market-basket analysis?
04	What is web mining? List and explain various methods of web mining.
05	What is sales force management and where can it be used?
06	Explain the decision process in sales-force management.
07	Explain supply chain optimization.
08	Explain the optimization models for logistic planning.
	What are the differences between B2B and B2C?
08	Short note on revenue management systems.
09	What is Web mining? What are the different purposes of web mining OR What is the taxonomy of web mining analyses?
10	What is salesforce management? What are the different types of activities on which salesforce taxonomy is based?
11	List the various problems with managing a mobile salesforce management?
12	How decision making process is categorized relative to salesforce management?
13	Write short note on Response functions?
14	How sales territories are designed?
15	How Optimization models are used for calls and product presentations planning?
16	What is supply chain management? Give an example of global supply chain.
17	Write short note on Backlogging?
18	What is revenue management? How revenue management affects some highly complex decision-making processes?
19	What are the basic principles of Revenue management?
20	What is Data envelopment analysis? How efficiency is measured?
21	Write short note on Efficient frontier.
22	Write short note on CCR model.
23	How you will identify good operating practices?
24	What is Cross-efficiency analysis?
25	What are Virtual inputs and virtual outputs?
26	What are Weight restrictions?

UNIT-V

01	Define knowledge management and describe its purpose.
02	Distinguish between knowledge and data.
03	Describe the knowledge based economy.
04	Define tacit knowledge and explicit knowledge.
05	Describe the capabilities of knowledge management system (KMS).
06	Define learning organisations and identify the characteristics of learning organisations.
07	Define organisational memory.
08	Describe organisational learning
09	Define organisational structure and relate it with knowledge management.
10	Why do company needs knowledge management activities?
11	Describe various activities that take place in knowledge management.
12	Describe the process of knowledge creation.
13	What are the characteristics of knowledge sharing?
14	Define knowledge seeking (or sourcing).
15	Explain process approach and practice approach to knowledge management. **OR** Differentiate between process approach and practice approach to knowledge management.
16	Explain hybrid approach to knowledge management.
17	Define knowledge repository and explain how to create one.
18	Describe the KMS cycle.
19	List and describe the components of KMS.
20	Describe how AI and intelligent agents support knowledge management. Relate XML to knowledge management and knowledge portals.
21	Define electronic knowledge portals (EKP).
22	Define EDM and relate it to knowledge Mgmt. and to content management system (CMS).
23	Describe tools for knowledge harvesting.
24	List the major systems that are frequently integrated with KMS.
25	Describe the role of the chief knowledge officer (CKO).
26	What other managers are involved with knowledge management?
27	Describe community of practice (COP) and relate them to knowledge management.
28	What is the importance of community of practice COP in organisations?
29	Define artificial intelligence(AI)
30	What are the capabilities of artificial intelligence (AI)? **OR** What are the signs of intelligence?
31	List and explain characteristics of artificial intelligence.
32	What is heuristics? Give an example.
33	Write short note on the evolution of artificial intelligence.
34	What are various applications of artificial intelligence (AI)?
35	Differentiate between AI (advantages) and natural intelligence(disadvantages)
36	Differentiate between natural intelligence (advantages) and AI (disadvantages)
37	Define Expert System? What are the features of expert systems?
38	Differentiate between human experts and expert systems
39	What are the applications of expert systems?
40	Explain the structure of expert system.
41	Define Knowledge engineering. Explain the process knowledge engineering.
42	Define: (i) Experts (ii) Expertise
43	What are the difficulties in acquiring knowledge?
44	What are the areas of expert systems?
45	What are the problems and limitations of expert system?
46	What are the benefits of expert system?
47	What are the generic categories of expert systems?