Paper Code - 3660

B.C.A. Semester-III (Old)

July-September - 2021

304 :Enterprise Resource Planning

કુલ સમય :– : ૬૦ મીનીટ **કુલ પ્રશ્નો : ૫૦** **વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫**

નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

1. Which of the following describes an ERP system?
   A) ERP systems provide a foundation for collaboration between departments
   B) ERP systems enable people in different business areas to communicate
   (C) ERP systems have been widely adopted in large organizations to store critical knowledge used to make the decisions that drive the organization's performance
   (D) All of the above
2. What is at the heart of any ERP system?
   (A) Information (B) Employees (C) Customers (D) Database
3. What represents a new approach to middleware by packaging together commonly used functionality, such as providing prebuilt links to popular enterprise applications, which reduces the time necessary to develop solutions that integrate applications from multiple vendors?
   (A) Middleware (B) Enterprise application integration middleware (C) Automated business process (D) e-business infrastructure
4. Who are the primary users of SCM systems?
   (A) Sales, marketing, customer service (B) Accounting, finance, logistics, and production
   (C) Customers, resellers, partners, suppliers, and distributors (D) All of the above
5. Who are the primary users of ERP systems?
   (A) Sales, marketing, customer service (B) Accounting, finance, logistics, and production
   (C) Customers, resellers, partners, suppliers, and distributors (D) All of the above
6. What is true about data mining?
   (A) Data Mining is defined as the procedure of extracting information from huge sets of data
   (B) Data mining also involves other processes such as Data Cleaning, Data Integration, Data Transformation
   (C) Data mining is the procedure of mining knowledge from data.
   (D) All of the above
7. Data Mining System Classification consists of?
   (A) Database Technology ((B) Machine Learning (C) Information Science (D) All of the above
8. Which of the following is correct advantage of Update-Driven Approach in Data Warehousing?
   (A) This approach provides high performance.
   (B) The data can be copied, processed, integrated, annotated, summarized and restructured in the semantic data store in advance.
   (C) Both A and B
   (D) None Of the above
9. What is the use of data cleaning?
   (A) to remove the noisy data (B) correct the inconsistencies in data (C) transformations to correct the wrong data. (D) All of the above
10. _____ may be defined as the data objects that do not comply with the general behavior or model of the data available.
    (A) Outlier Analysis (B) Evolution Analysis (C) Prediction (D) Classification
11. "Efficiency and scalability of data mining algorithms" issues comes under?
    (A) Mining Methodology and User Interaction Issues (B) Performance Issues
    (C) Diverse Data Types Issues (D) None of the above
12. Which of the following is correct application of data mining?
    (A) Market Analysis and Management (B) Corporate Analysis & Risk Management
    (C) Fraud Detection (D) All of the above
13. In Data Characterization, class under study is called as?
    (A) Study Class (B) Intial Class (C) Target Class (D) Final Class
14. A sequence of patterns that occur frequently is known as?
    (A) Frequent Item Set (B) Frequent Subsequence (C) Frequent Sub Structure (D) All of the above
15. Pattern evaluation issue comes under?
    (A) Mining Methodology and User Interaction Issues (B) Performance Issues
    (C) Diverse Data Types Issues (D) None of the above
16. "Handling of relational and complex types of data" issue comes under?
    (A) Mining Methodology and User Interaction Issues (B) Performance Issues
    (C) Diverse Data Types Issues (D) None of the above
17. In a data mining task when it is not clear about what type of patterns could be interesting, the data mining system should:
    (A) Perform all possible data mining tasks (B) Handle different granularities of data and patterns
    (C) Perform both descriptive and predictive tasks (D) Allow interaction with the user to guide the mining process
18. To detect fraudulent usage of credit cards, the following data mining task should be used:
    (A) Feature selection (B) Prediction (C) Outlier analysis (D) All of the above
19. Which of the following is used to find inherent regularities in data?
    (A) Clustering (B) Frequent pattern analysis (C) Regression analysis (D) Outlier analysis
20. In non-parametric models
    (A) There are no parameters (B) The parameters are fixed in advance
    (C) A type of probability distribution is assumed, then its parameters are inferred (D) The parameters are flexible
21. The goal of clustering analysis is to:
    (A) Maximize the inter-cluster similarity (B) Maximize the intra-cluster similarity
    (C) Maximize the number of clusters (D) Minimize the intra-cluster similarity
22. In decision tree algorithms, attribute selection measures are used to
    (A) Reduce the dimensionality (B) Select the splitting criteria which best separate the data
    (C) Reduce the error rate (D) Rank attributes

23. Pruning a decision tree always
(A) Increases the error rate (B) Reduces the size of the tree
(C) Provides the partitions with lower entropy (D) Reduces classification accuracy
24. Which of the following classifiers fall in the category of lazy learners:
(A) Decision trees (B) Bayesian classifies (C) k-NN classifiers (D) Rule-based classifiers
25. Which of the following best describes the sample of data used to provide an un biased evaluation of a model fit on the training dataset while tuning model hyper-parameters?
(A) Training dataset (B) Test dataset (C) Validation dataset (D) Holdout dataset
26. In which of the following, data are stored, retrieved and updated?
(A) OLAP (B) MOLAP (C) HTTP (D) OLTP
27. Data warehouse deals with which type of data that is never found in the operational environment?
(A) Normalized (B) Informal (C) Summarized (D) Denormalized
28. Customer Relationship Management is about
(A) Acquiring the right customer (B) Instituting the best processes
(C) Motivating employees (D) All of the above
29. In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences.
(A) Web services (B) customer-facing (C) client/server (D) personalization
30. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost
(A) clickstream analysis (B) database marketing (C) customer relationship management (D) CRM analytics
31. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.
(A) best practice (B) data mart (C) business information warehouse (D) business intelligence
32. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.
(A) database marketing (B) marketing encyclopedia (C) application integration (D) service oriented integration
33. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP)
(A) spend management (B) supplier relationship management (C) hosted CRM (D) Customer Information Control System
34. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data.
(A) BizTalk (B) BPML (C) e-biz (D) ebXML
35. This is a central point in an enterprise from which all customer contacts are managed.
(A) contact center (B) help system (C) multichannel marketing (D) call center
36. This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.
(A) customer service chat (B) customer managed relationship (C) customer life cycle (D) customer segmentation
37. This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.
(A) customer managed relationship (B) data mining (C) permission marketing (D) one-to-one marketing
38. In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences
(A) Web services (B) customer-facing (C) client/server (D) personalization
39. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost
(A) clickstream analysis (B) database marketing (C) customer relationship management (D) CRM analytics
40. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.
(A) best practice (B) data mart (C) business information warehouse (D) business intelligence
41. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.
(A) database marketing (B) marketing encyclopedia (C) application integration (D) service oriented integration
42. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).
(A) spend management (B) supplier relationship management (C) hosted CRM (D) Customer Information Control System
43. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data.
(A) BizTalk (B) BPML (C) e-biz (D) ebXML
44. This is a central point in an enterprise from which all customer contacts are managed
(A) contact center (B) help system (C) multichannel marketing (D) call center
45. This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.
(A) customer service chat (B) customer managed relationship (C) customer life cycle (D) customer segmentation
46. _____ is a subject-oriented, integrated, time-variant, nonvolatile collection of data in support of management decisions.
(A) Data Mining. (B) Data Warehousing. (C) Web Miring. (D) Text Mining.
47. The data Warehouse is_____.
(A) read only. (B) write only. (C) read write only. (D) none
48. Expansion for DSS in DW is_____
(A) Decision Support system. (B) Decision Single System. (C) Data Storable System. (D) Data Support System
49. The important aspect of the data warehouse environment is that data found within the data warehouse is_____
(A) subject-oriented. (B) time-variant. (C) integrated. (D) All of the above.
50. The time horizon in Data warehouse is usually _____.
(A) 1-2 years. (B) 3-4years. (C) 5-6 years. (D) 5-10 years.