

BUSINESS INTELLIGENCE

Sr. No.	UNIT 1 BUSINESS INTELLIGENCE, DECISION SUPPORT SYSTEM			
1	Which of the following is/are correct types of data?			
	unstructured	structured	semi structured	all of them
2	Enterprises operate in economic environments characterized by growing levels of competition and high dynamism represents _____.			
	timely decision	effective decision	both of them	none of them
3	_____ is the outcome of extraction and processing activities carried out on data, and it appears meaningful for those who receive it in a specific domain.			
	data	information	knowledge	wisdom
4	The activity of providing support to knowledge workers through the integration of decision-making processes is referred to as?			
	Knowledge Management	Data Cleansing	Data Mining	Decision Management
5	Data sources consists of _____ type of data.			
	homogeneous	heterogeneous	uniform	structured only
6	ETL stands for _____.			
	extract, transform, load	exact, transform, load	extract, transfer, load	exact, transfer, load
7	Arrange the main components of Business Intelligence from bottom to top 1. Data Sources 2. Data Exploration 3. Datawarehouse/Data mart 4. Data mining 5. Decisions 6. Optimization			
	1,3,2,4,6,5	1,2,3,5,4,6	1,3,2,4,5,6	1,2,3,4,6,5
8	Identify which of them is not a phase in the development of a business intelligence system			
	Analysis	Design	Representation	Implementation
9	DSS stands for?			
	decision support system	digital support system	data support system	decision solving system
10	A system is said to be _____ if its boundaries can be crossed in both directions by flows of materials and information.			
	open	closed	bidirectional	none of them
11	A system is said to be _____ if its boundaries cannot be crossed in both directions by flows of materials and information.			
	close	closed	unidirectional	none of them
12	Systems that are able to modify their own output flows based on feedback are called _____.			

	closed cycle systems	open cycle systems.	feedback cycle systems.	input cycle systems.
13	The evaluation metrics for decision-making process are classified into two main classes: _____ & _____			
	scalability and portability	effectiveness and efficiency	effectiveness and portability	scalability and efficiency
14	Select factors influencing a rational choice.			
	Economic	Technical	Both of them	None of them
15	Identify which of them is not a phase of the decision-making process.			
	Intelligence	Analysis	Choice	Control
16	According to their nature, decisions can be classified as _____			
	strategic	tactical	operational	structured
17	According to their scope, decisions can be classified as _____			
	structured	unstructured	semi-structured.	strategic
18	Decisions are _____ when they affect the entire organization or at least a substantial part of it for a long period of time.			
	strategic	tactical	operational	semi-structured.
19	_____ decisions affect only parts of an enterprise and are usually restricted to a single department.			
	strategic	tactical	operational	unstructured
20	_____ decisions refer to specific activities carried out within an organization and have a modest impact on the future			
	strategic	tactical	operational	structured
21	Accuracy is low in _____ type of decision.			
	operational	tactical	strategic	unstructured
22	Accuracy is high in _____ type of decision.			
	operational	tactical	strategic	structured
23	Decision made for present time is called _____ type of decision.			
	operational	tactical	strategic	semi structured
24	Decision made for future is called _____ type of decision.			
	operational	tactical	strategic	structured
25	Scope of information is quantitative in _____ type of decision			
	operational	tactical	strategic	unstructured
26	Scope of information is qualitative in _____ type of decision			
	operational	tactical	strategic	semi structured
27	_____ occurs whenever it is not possible to meaningfully reduce multiple criteria into a single objective			

	Bounded rationality	Absolute rationality	Unbounded rationality	None
28	The term _____ refers to a decision-making process for which multiple performance indicators can be reduced to a single criterion			
	Bounded rationality	Absolute rationality	Unbounded rationality	None
29	MIS stands for _____			
	management informative systems	management implementation systems	management intelligent systems	management information systems
30	Which type of data is stored in variety of formats?			
	structured	unstructured	both	none
31	Business intelligence system provides tools and methodologies to knowledge workers to help them to take_____.			
	Effective decision.	Timely Decision	Both a and b	Efficient Decision
32	The objective of B.I is			
	To support decision-making and complex problem solving.	To support information gathering	To support data collection.	To support data analysis.
33	Which of the following is not a component of business intelligence analysis cycle?			
	Analysis	Insight	Decision	Design
34	In BI Architecture, _____ is used to gather and integrate the data stored in various primary and secondary sources.			
	Data Warehouse	Data mart	Data sources	Data mining
35	Extraction of information and knowledge from data is known as			
	Data mining	Optimization	Data exploration	Data Mart
36	Decision making process is of _____ phases.			
	Three	Five	Two	Six
37	Well defined and recurring decision-making procedure is called			
	Structured	Unstructured	Operational	Semi- structured
38	In _____ approach, a decision maker considers economic, tactical legal, ethical, procedural and political factors.			
	Absolute rationality approach	Bounded rationality approach	Rational approach	None of the them
39	In ETL 'E' stands for			
	External	Extraction	Extreme	Eternal
40	During the _____ phase, additional data conversion occurs to performed to obtain the summaries that will reduce the response time.			
	Loading	Extraction	Transformation	Performance Evaluation
41	A _____ helps in decision making but does not necessarily give a decision itself.			
	decision support system	digital support system	data support system	decision solving system

42	_____ measurements express the level of conformity of a given system to the objectives for which it was designed.			
	Effectiveness	Efficiency	Evaluation	Feedback
43	_____ is the first stage in developing in decision support system.			
	Analysis	Design	Knowledge Acquisition	Planning
44	Data by itself is not useful unless			
	It is massive	It is processed to obtain information	It is collected from diverse sources	It is properly stated
45	Decision support systems are used for			
	Management decision making	Providing tactical information to management	Providing strategic information to management	Better operation of an organization
46	Decision support systems are used by			
	Line Managers	top-level managers	middle level managers	system users
47	_____ is a broad category of applications and technologies for gathering, storing, analysing, and providing access to data to help enterprise users make better business decisions.			
	Data Warehouse	Data Mart	Business Information Warehouse	Business Intelligence
48	Organizations have hierarchical structures because			
	it is convenient to do so	it is done by every organization	specific responsibilities can be assigned for each level	it provides opportunities for promotions
49	Strategic information is needed for			
	Day to day operations	Meet government requirements	Long range planning	Short range planning
50	Computer information system are most successful in providing information for:			
	Control decisions	planning decisions	strategic decisions	None of them
51	Business Intelligence supports _____ for data.			
	Files	Data marts & Data Warehouse	Data Mining	System Database
53	The fourth phase of the BI cycle involves performances measurement			
	Design	Evaluation	Intelligence	Graph
54	_____ technologies enabling factors that have facilitate development of BI with complex organizations			
	Hardware and Software	Application	System	Business Information
55	Phases are in Decision making process			
	Intelligence, Design, Choice, Implementation, Control	Design, Develop, Apply	Data, Process, Develop, Implement, Control	Search, Sort, Design, Develop, Implement
56	Decisions can be classified into their _____			

	concept and thoughts	Supply and Demand	Nature and Scope	Techniques
57	Knowledge Management increase in the _____			
	no. of difficulties to be considered	no. of risks to be considered	no. of options to be considered	no. of models to be considered
58	It is necessary to recognize and accurately spell out the problem in _____ phase in the Cycle of a business intelligence analysis			
	Analysis	Decision	Insight	Evaluation
59	ETL process consists of Extract, _____ and Load			
	Transfer	Transmit	Transform	Translate
60	A decision support system has been defined as an interactive computer system helping decision makers to combine data and _____ to solve semi-structured and unstructured problems.			
	Model	Information	Knowledge	Experience
61	A DSS must be _____ and adaptable.			
	Flexible	Rigid	Knowledgeable	non adjustable
UNIT 2 (MATHEMATICAL MODELS FOR DECISION MAKING, DATAMINING, DATA PREPARATION)				
1	According to characteristics models can be divided into which of the following?			
	iconic	analogical	symbolic (Both)	none
2	An/A _____ model is a material representation of a real system, whose behaviour is imitated for the purpose of the analysis			
	iconic	analogical	symbolic	stochastic
3	An/A _____ model is an abstract representation of a real system.			
	iconic	analogical	symbolic	deterministic
4	According to probabilistic nature of models, it can be divided into which of the following?			
	stochastic	deterministic	iconic	symbolic
5	In a _____ model some input information represents random events			
	stochastic	deterministic	static	symbolic
6	A model is called _____ when all input data are supposed to be known a priori and with certainty			
	stochastic	deterministic	static	symbolic
7	According to temporal dimension in models, it can be divided into which of the following?			
	static	dynamic	deterministic	iconic
8	_____ models consider a given system through several temporal stages			
	static	dynamic	deterministic	iconic

9	Which of the following is not the factor affecting and influencing the choice of model?			
	time horizon	evaluation criteria	mathematical relationships	evolution of information system
10	What are the main categories of mathematical models for decision making?			
	predictive models	pattern recognition model	both	none
11	Learning process may be _____ when the target attribute expresses for each record either the membership class or measurable quantity			
	supervised	unsupervised	both	none
12	Learning process may be _____ when no target attribute exists and consequently the purpose of the analysis is to identify regularities, similarities and differences in the data.			
	supervised	unsupervised	both	none
13	What is the full form of PERT?			
	project evaluation and review techniques	project evolution and review techniques	project evaluation and research techniques	project evolution and research techniques
14	_____ models are usually referred to as project evaluation and review techniques			
	stochastic	iconic	static	symbolic
15	The main components of a waiting line system are the population, the arrivals process, the service process, the number of stations, and the waiting line rules.			
	True	False		
16	Data mining activities are subdivided into which of the following investigation streams?			
	interactive	administrative	interpretation	prediction
17	OLAP stands for _____			
	online analytical processing	online analogical processing	online analytical pre-processing	online analogical pre-processing
18	The purpose of waiting line theory is to investigate congestion phenomena occurring when the demand for and provision of a service are stochastic in nature.			
	TRUE	FALSE		
19	_____ models help to forecast the value that a given random variable will assume in the future			
	Prediction	optimization	project management	analysis
20	OLTP stands for _____			
	Online Transactional Processing	Online Transformation Processing	Online Transformation Procedure	Online Transactional Processing
21	A _____ is a selective abstraction of a real system.			
	model	real system	application	BI system
22	Mathematical models are developed by			

	doing mathematical calculation	exploring the relationships with data.	developing mathematical logic	exploiting the relationships among system control variables, parameters and evaluation metrics
23	What is allowed by Sensitivity and Scenario analyses be assessed?			
	the robustness of optimal decisions from variations in the input parameters	the robustness of optimal decisions to variations into input parameters.	the robustness of optimal decisions to variations in the input data.	the robustness of optimal decisions to variations in the input parameters.
24	Which model observes the status of a system only at the beginning or at the end of discrete intervals?			
	Discrete-time dynamic models	Iconic-time dynamic models	Static-time dynamic models	Symbolic-time dynamic models
25	The purpose of explanatory models is to functionally identify a possible relationship between a dependent variable and _____?			
	a set of positive attributes	a set of negative attributes	a set of neutral attributes	a set of independent attributes
26	Which is one of the primary objectives of mathematical models?			
	to identify regular patterns in the data	to identify irregular patterns in the data	to identify negative patterns in the data	to identify neutral patterns in the data
27	The conceptual paradigm outlined determines a wide and popular class of mathematical models for decision making, represented by _____ models			
	optimization models	stochastic models	supervised models	iconic models
28	On which learning methods the Data Mining method is based?			
	deductive learning methods	inductive learning methods	basic learning methods	comprehensive learning methods
29	What is the purpose of Interpretation?			
	to identify regular patterns in the data	to express the rules and criteria for easy understanding	Both of them	None of them
30	Classification Trees or Association Rules are also called as?			
	machine learning	knowledge discovery	both of them	none of them
31	Which is the last Phase of mathematical models for decision making?			
	Problem Identification	Implementation and Testing	Model Formation	Development of Algorithm
32	Which mathematical model aims at understand the mechanisms that regulate the development of intelligence, ability to extract knowledge from past experience in order to apply it in the future?			

	Risk analysis models	Optimization models	Pattern recognition Models	Waiting line models
33	In which Mathematical mode the decision maker is required to choose among a number of available alternatives.			
	Risk analysis models	Optimization models	Pattern recognition Models	Waiting line models
34	Which of the statement is not true about Data Mining?			
	The term data mining refers to the overall process consisting of data gathering and analysis, development of inductive learning models and adoption of practical decisions and consequent actions based on the knowledge acquired.	Data mining analysis is to draw a fresh conclusion without investigating the past data, observations and interpretations	Data mining activities can be subdivided into two major investigation streams, interpretation and prediction.	The data mining process is based on inductive learning methods
35	Which is not the Phase of data Mining Process?			
	Data Gathering	Selection of Attributes	Prediction and interpretation	Data Discarding
36	Data Inspection means ____			
	inspection of each missing value	identify missing values	replacement of missing Data	discard all records
37	Data Elimination means ____			
	inspection of each missing value	identify missing values	replacement of missing Data	discard all records
38	Data mining activities can be subdivided into two major investigation streams, which are			
	Interpretation and Sampling	Interpretation and Prediction	Forecast and Prediction	Forecast and Interpretation
39	Which is the Application of Data Mining?			
	Fraud Detection	Risk Analysis	Both of them	None of them
40	The conceptual paradigm outlined determines a wide and popular class of mathematical models for decision making, represented by optimization models.			
	Project management model	learning model	Predictive model	optimization model
41	A number of techniques originated in the field of computer science, such as classification trees or association rules, and are referred to as ____			
	machine learning or knowledge discovery in databases	Deep learning	machine learning or knowledge recovery in databases.	Deep learning or knowledge discovery in databases
42	_____ methods are based on the contributions of various disciplines, such as business organization, behavioural psychology and operations research.			
	Project management model	learning model	Predictive model	optimization model

43	A significant proportion of the models used in business intelligence systems, such as _____ models, require input data concerned with future events.			
	Project management model	learning model	Predictive model	optimization model
44	_____ learning analyses are not guided by a target attribute.			
	Supervised	Unsupervised	Guided	Unguided
45	Once a mathematical model has been defined, one will naturally wish to proceed with its solution to assess decisions and to select the best alternative			
	Development of algorithms	Mathematical relationships	Numerical parameters	Evaluation criteria
46	_____ are categorical attributes in relation to which a specific property can be true or false			
	Counts	Nominal	Numerical	Ordinal
47	Which attributes are categorical attributes without a natural ordering, such as the province of residence?			
	Counts	Nominal	Numerical	Ordinal
48	Which attributes are numerical attributes that assume a finite number or a countable infinity of values?			
	Counts	Discrete	Numerical	Ordinal
49	The purpose of a data mining process is some-times to provide a simple and concise representation of the information stored in a _____			
	small dataset	large dataset	numeric dataset	stored dataset
50	It is possible to discard _____ records for which the values of one or more attributes are missing.			
	all	few	half	no
51	Most learning models benefit from a preventive standardization of the data, also called _____.			
	normalization	de-normalize	data segregation	data prevention
52	The purpose of feature selection, also called _____			
	feature reduction	feature compression	feature normalization	feature denormalization
53	_____ models consider a given system through several temporal stages, corresponding to a sequence of decisions.			
	iconic	analogical	deterministic	dynamic
54	The term _____ theory is reserved for the variety of mathematical models and methods that can be found at the core of each data mining analysis and that are used to generate new knowledge.			
	mathematical learning	machine learning	deep learning	static learning
55	Continuous attributes are numerical attributes that assume an uncountable _____ of values			
	infinity	zero	first	non-zero
56	Training of the models is carried out using a sample of records extracted from the _____.			

	Duplicate dataset	original dataset	training dataset	result dataset
57	An _____ in the company information systems, expected to supervise the access to the information sources.			
	expert	trainer	developer	tester
58	Through which the effort of representation is justified by the remarkable conciseness of the information achieved			
	through a well-designed documentation	through a class diagram	through a well-designed chart	through a well-designed journal
59	Data may contain erroneous or anomalous values, which are usually referred to as _____			
	Noise	outliers	inconsistencies	reduction
60	Estimate procedures can become rather complex and time-consuming for a large dataset with a high percentage of _____.			
	training data	missing data	result data	expert data
61	_____ methods select the relevant attributes before moving on to the subsequent learning phase, and are therefore independent of the specific algorithm being used.			
	Filter	embedded	wrapper	scaling
62	How many distinct myopic search schemes are followed?			
	two	four	three	one
63	Data mining projects differ in many respects from both classical statistics and _____ analyses.			
	OLAP	OLTP	OLAM	HOLAP
64	Decimal scaling is a method of _____ technique.			
	Standardization	De-normalization	Compression	De-compression
65	The _____ based transformation generates values that are almost certainly within the range (-3, 3).			
	z-index	Min-max	Decimal scaling	None
UNIT 4 (MARKETING MODELS, LOGISTIC AND PRODUCTION MODELS, DATA ENVELOPMENT ANALYSIS)				
1	Which of the following is not a component of Relational Marketing			
	Organisation	BI and Data Mining	Technology	Fund
2	Which of the following is true?			
	Intensity of Relation is low for B2C	Intensity of Relation is low for B2B	Intensity of Relation is high for B2C	Does not depend on whether it is B2B or B2C
3	Which of the following is not included in Cycle of Relational Marketing Analysis?			
	Collecting information on Customers	Identifying their needs	Paying them	Planning based on knowledge

4	Which of the following is not a stage in “Lifetime of a Customer”?			
	Acquisition	Cross/Up selling	Retention	Bargaining
5	Which of the following is not part of Web Mining?			
	Content Mining	Structure Mining	Database Mining	Usage Mining
6	Which of the following is False for Supply Chain?			
	It is network of connected and inter dependent organizational units	Strong Coordination is required	It improves flow of materials if it is effective	Suppliers are given priority
7	Which of the following is not an optimization model?			
	Extra Capacity	Maximum Fixed Cost	Backlogging	Multiple Plants
8	It is a Managerial Policy whose purpose is to maximize profit through an optimal balance between demand and supply.			
	Management insight	Economic System	Sales System	Revenue Management System
9	CCR Model stands for			
	Charnes-Cooper-Rhodes	Charley-Common-Rules	Challenging-Common-Rules	Cooper-Common-Rules
10	The _____ expresses relationship between the Inputs utilized and outputs produced			
	Efficiency Function	Effective Frontier	Efficient Frontier	Effective Fact
11	The aim of a _____ strategy is to initiate, strengthen, intensify and preserve over time the relationships between a company and its stakeholders			
	relational marketing	business	salesforce management	campaigns
12	The _____ cycle has progressively shortened, causing a growth in the number of customized options on the part of customers, and an acceleration of marketing activities by enterprises.			
	innovation– production– obsolescence	production– innovation– obsolescence	innovation– obsolescence– production	production– obsolescence– innovation
13	Which of the following is not a component of relational marketing strategy?			
	Organization	Processes	Technology	non-competitive data culture
14	During the execution of each campaign, it is important to set up procedures for _____ the results obtained			
	planning and storing	controlling and analysing	discarding	integrating
15	Which of the following is the type of data feeding a data mart for relational marketing analysis?			
	salesforce database	database marketing	database contact centre	all of them
16	Towards the potential customers, _____ are carried out, both directly and indirectly.			
	termination actions	churning actions	acquisition actions	advertising actions

17	The last event in a customer lifetime is the _____ of the relationship			
	interruption	interpretation	interaction	interdependence
18	Which of the following is correct for interruption of the relationship of a customer?			
	interruption can be voluntary	interruption can be forced	interruption can be unintentional	all are correct
19	When a customer discontinues the services of an enterprise and switches to those of a competitor, is termed to be _____ interruption.			
	voluntary	forced	unintentional	contentless
20	When for instance a customer does not comply with payment terms, is termed to be _____ interruption.			
	voluntary	forced	unintentional	contentless
21	When a customer changes place of residence, is termed to be _____ interruption.			
	voluntary	forced	unintentional	contentless
22	_____ actions can be directed to the most relevant segments, represented by high-value customers with the highest risk of churning.			
	Retention	Acquisition	cross selling	up selling
23	_____ indicates the nature of customer who is willing to get additional services and products.			
	Retention	Acquisition	cross selling	up selling
24	_____ indicates the nature of customer who is willing to get alternative services and products with a greater profitability for the enterprise.			
	Retention	Acquisition	cross selling	up selling
25	The aim of relational marketing strategies is to _____ of customers during their lifetime			
	maximize the profitability	maximize the retention	minimize the profitability	minimize the retention
26	Which task is not a part of relational marketing strategies?			
	selection of prospects	customer acquisition	Retention	churning
27	The _____ process requires the identification of new prospects, as they are potential customers who may be totally or partially unaware of the products and services offered by the company			
	acquisition	cross selling	up selling	retention
28	The purpose of _____ is to gain insight from the purchases made by customers in order to extract useful knowledge to plan marketing actions			
	market basket analogy	market basket analysis	market basket analysis	market container analysis
29	Each transaction consists of a list of purchased items, this list is called a _____			
	basket	container	holder	sequence
30	_____ involves the analysis of the content of web pages to extract useful information.			
	Content mining	database mining	structure mining	usage mining

31	Which of the following is not a type of content mining?			
	HTML mining	Image mining	Text mining	Static links
32	Which of the following is a type of structure mining?			
	HTML mining	Image mining	Text mining	Dynamic links
33	Which of the following is not a type of usage mining?			
	user profile	clickstream analysis	purchasing behaviour	XML mining
34	_____ techniques are useful for analyzing the emails received by a support centre.			
	HTML mining	Image mining	Text mining	Static links
35	Usage mining analysis is mostly concerned with the sequences of pages visited during a given session is termed as _____			
	clickstreams	graphs	structures	maps
36	The term _____ is taken to mean the whole set of people and roles that are involved, with different tasks and responsibilities, in the sales process.			
	salesforce	customers	end users	workforce
37	The decision-making processes relative to salesforce management can be grouped into three categories as _____			
	design, planning and assessment	testing, planning and assessment	design, planning and development	planning, development and implementation
38	The _____ may take different forms, corresponding to hierarchical agglomerations of the agents by group of products, brand or geographical area.			
	charts	organizational structure	planning	analytics
39	Designing a _____ means grouping together the geographical areas into which a given region has been divided and assigning each territory to an agent.			
	sales territory	sizing	organizational structure	planning
40	A region is divided into J geographical sales areas, also called _____			
	territories	sales coverage units	intervals	segments
41	Areas must be aggregated into disjoint clusters, called _____			
	territories	sales coverage units	intervals	segments
42	_____ play a key role in the formulation of models for designing and planning a sales network.			
	Request function	Revenue functions	Response functions	Relationship functions
43	The aim of _____ model is to determine for each period in the planning horizon the optimal number of mentions for each product belonging to the sales portfolio of a given agent.			
	Product presentations planning	Calls planning	Calls and product presentations planning	a general
44	Which of the following is not correct for supply chain?			

	a network of connected and interdependent organizational units	improve the flow of materials and information originating from the suppliers	Both of them	None of them
45	_____ models represent a powerful and versatile conceptual paradigm for analysing and solving problems arising within integrated supply chain planning, and for developing the necessary software			
	Optimization	Response	Supply Chain	Predictive
46	The term _____ refers to the possibility that a portion of the demand due in a given period may be satisfied in a subsequent period, incurring an additional penalty cost.			
	backlog	delay function	latency	incompleteness
47	_____ is a managerial policy whose purpose is to maximize profits through an optimal balance between demand and supply.			
	production management	revenue management	sales management	logistic management
48	The purpose of _____ is to compare the operating performance of a set of units such as companies, university departments, hospitals, bank branch offices, production plants, or transportation systems			
	data envelopment analysis	supply chain management	revenue management	production management
49	DEA stands for _____			
	data evaluation analysis	data envelopment analysis	database evaluation analysis	database envelopment analysis
50	In data envelopment analysis the units being compared are called _____			
	decision making units	decision making unions	decision maker units	decision maker unions
51	DMU stands for _____			
	decision making units	decision making unions	decision maker units	decision maker unions
52	_____ indicates the maximum quantity of outputs that can be obtained from a given combination of inputs			
	effective frontier	efficient frontier	technical frontier	technological frontier
53	The area between the efficient frontier and the positive horizontal semi-axis is called the _____.			
	production possibility set	production possibility sector	production possibility scenario	production possibility slope
54	Data envelopment analysis identifies for each inefficient unit a set of excellent units, called ____.			
	a peer group	set of suppliers	set of customers	a professional group
55	The _____ of a DMU are defined as the product of the inputs used by the unit and the corresponding optimal weights			
	virtual inputs	virtual output	real inputs	real outputs

56	The _____ are given by the product of the outputs of the unit and the associated optimal weights.			
	virtual inputs	virtual output	real inputs	real outputs
57	A high number of low-value customers get in contact with the company in an impersonal way, through websites, call centres and points of sale			
	business-to-consumer	business-to-business	customer-to-business	none of them
58	A highly intense relationships existing between the company and a small number of customers of high individual value			
	business-to-consumer	business-to-business	customer-to-business	none of them
59	The analysis of cross-efficiency is based on the definition of the _____.			
	efficiency matrix	effectiveness matrix	evaluation matrix	extreme matrix
60	Extra capacity can be in the form of _____			
	overtime	part-time	third-party	all of them
61	The Relationship Marketing is all about			
	Creating database value	Travelling programs	Maintaining relationship with customer	Loyalty based on behaviour
62	The goal of an organization should be to			
	Maintaining existing customers only	Get more customers and also get more return customers	Get more potential customers	Just selling the product
63	Which of the following is not a component of relational marketing strategy?			
	Strategy	Data Mining	Technology	Customers
64	Which of the following reasons motivates relational marketing?			
	Increased flow of information and the introduction of e-commerce	Increase in advanced analysis techniques	Systematic/Automatic gathering of sales transactions	all of them
65	Which of the following is not a decision-making option for a relational marketing strategy?			
	Prices	Distribution Channels	Product	Sales Processes
66	Which of the following statements is true?			
	A relationship marketing is a collection of software applications	A relationship marketing is a coherent project where the various company departments are called upon to cooperate and integrate the managerial culture and human resources	A relationship marketing is a coherent project where the various company departments are called upon to work using CRM tools	A relational marketing creates a true data culture in an organization

67	Which of the following is not an actor of an enterprise relationship system?			
	Employees	Customers	Suppliers	Competitors
68	Which of the following have the customers of high value?			
	B2B	B2C	B2C2B	B2B2C
69	The implementation of _____ actions gives rise to low revenue per unit transactions.			
	Low-cost	High-cost	Min-cost	Max-cost
70	The companies well acquainted with fast delivery at _____ must involve in the direction of increased customization, by introducing more options and variants of products and services offered.			
	Low-cost	High-cost	Min-cost	Max-cost
71	_____ analyses for relational marketing purposes are a powerful tool for identifying the segments to be targeted with customized products.			
	Data	Data mining	Sales	Market
72	Which of the following are decision-making processes?			
	Data Mining	Marketing Campaigns	Both of them	None of them
73	Which of the following databases is not used to store the data into the data mart for relational marketing analysis?			
	salesforce management	Data warehouse	OLTP database	marketing database
74	Which of the following are the indirect methods that are used to acquire customers data?			
	Telephonic Conversations	Display Advertisement Boards	Sending email to customers	Talk with Sales Agents