

1. Which of the following areas are affected by BI?

- a) Revenue
- b) CRM
- c) Sales
- d) All of the mentioned

Answer: b

2. Point out the wrong statement.

- a) Data is factual information for analysis
- b) BI is a category of database software that provides an interface to help users quickly and interactively scrutinize the results in a variety of dimensions of the data
- c) Customer relationship management (CRM) entails all aspects of interaction that a company has with its customer
- d) None of the mentioned

Answer: b

3. _____ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.

- a) Balanced Scorecard
- b) Data Cube
- c) Dashboard
- d) All of the mentioned

Answer: a

4. _____ is a system where operations like data extraction, transformation and loading operations are executed.

- a) Data staging
- b) Data integration
- c) ETL
- d) None of the mentioned

Answer: a

5. Business intelligence (BI) is a broad category of application programs which includes

- a) Decision support
- b) Data mining
- c) OLAP
- d) All of the mentioned

Answer: d

