

NO.	QUESTION	OPTION A	OPTION B	OPTION C	OPTION D
1	Business intelligence system provides tools and methodologies to knowledge workers to help them to take _____.	Effective decision	Timely decision	Both 1 and 2.	Efficient Decision.
2	_____ is the outcome of extraction and processing activities carried out on data.	Knowledge	Information	Data	Raw Data
3	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
4	Which of the following is not a component of business intelligence analysis cycle?	Analysis	Insight	Decision	Design
5	In BI Architecture, It is used to gather and integrate the data stored in various primary and secondary sources.	Data Warehouse	Data mart	Data Sources	None of the above.
6	Extraction of information and knowledge from data is known as	Data mining	Optimisation	Data exploration	Data mart
7	Following are the phases of Development of a business intelligence system.	Analysis and Design	Planning	Implementation and Control	All of the above
8	Decision making process is of _____ phases.	Three	Five	Two	Six
9	Well defined and recurring decision making procedure is called	Structured	Semi-structured	Operational	Unstructured
10	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 above
11	a) Data mart is a subset of data warehouse. b) Data marts contain repositories of summarized data collected for analysis on a specific section or unit within an organization.	Only a is correct	Only b is correct	Both are correct	Both are wrong.
12	_____ is the outcome of extraction and processing activities carried out on data.	Data	Information	Knowledge	Wisdom
13	In ETL 'E' stands for	External	Extraction	Extreme	None of the above
14	DSS stands for:	Decision Support System.	Definition support System.	Data sub system	Data storage system.
15	_____ represent the real problem situations.	Data	Models	Tools	Information
16	During the _____ phase, additional data conversion occurs to performed to obtain the summaries that will reduce the response time.	Loading.	Extraction.	Transformation	Performance Evaluation.
17	Optimization is:	Determine the best solution.	Successful marketing approaches to achieve the optimum outcome.	Getting the greatest return for the least expenditure of time, effort, manpower.	All the above.
18	(a)A decision support system helps in decision making but does not necessarily give a decision itself. (b) decision support system is a computer-based application that collects organizes and analyses business data to facilitate quality business decision making for management, operations, and planning.	only a is correct.	only b is correct	both are correct.	both are wrong.
19	_____ measurements express the level of conformity of a given system to the objectives for which it was designed.	Effectiveness	Efficiency	Evaluation	Feedback
20	_____ is the first stage in developing in decision support system	Analys	Design	Knowledge Acquisition	Planning
21	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
22	Decision support systems are used for	Management decision making	Providing tactical information to management	Providing strategic information to management	Better operation of an organization
23	Business intelligence (BI) is a broad category of application programs which includes :	Decision support	Data mining	OLAP	All of the mentioned
24	Decision support systems are used by	Line managers.	Top-level managers.	Middle level managers.	System users
25	Which of following is not phase of decision making process	Design	Analysis	Intelligence	Choice
26	_____ 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.	best practice	data mart	business information warehouse	business intelligence
27	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
28	Strategic information is needed for	Day to day operations	B. Meet government requirements	Long range planning	Short range planning
29	Decision support systems are essential for	Day-to-day operation of an organization.	Providing statutory information.	Top level strategic decision making.	D. Ensuring that organizations are profitable
30	Computer information system are most successful in providing information for:	Control decisions	Planning decision	Strategic decision	None of the above
31	Which is the last Phases 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 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 <i>data mining</i> refer 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, <i>interpretation</i> and <i>prediction</i> .	The data mining process is based on inductive learning methods
35	Which is not the Phase of data Mining Process	Data Gathering	B. Selection of Attributes	Prediction and interpretation	Data Discarding
36	Data Inception 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 a & b	Only b
40	_____ learning analyses are not guided by a target attribute.	Supervised	Guided	Unguided	Unsupervised
41	Which of the following is not a primary phase for the development of a model?	Model formulation	Implementation & Testing	Maintenance	Problem identification
42	PERT is an abbreviation of	Process Evaluation and Review Techniques	Project Evaluation and Review Techniques	Part Evaluation and Review Techniques	Project Estimating and Review Techniques
43	Which of the following describes the order in which customers are extracted from the line to be admitted to the service?	Population	Arrivals	Waiting lines	Line rules
44	"To anticipate the value that a random variable will assume in the future or to estimate the likelihood of the future events" is the purpose of?	Interpretation	Prediction	Data mining	A & B both
45	_____ attributes are numerical attributes that assume a finite number or a countable infinity of values.	Ordinal	Continuous	Discrete	Nominal
46	_____ is used when the target variable takes on continuous values.	Regression	Clustering	Classification	Characterization
47	The purpose of _____ is to identify and implement corrective actions in case of incomplete and inconsistent data or data affected by noise.	Data Validation	Data Transformation	Data Reduction	Data Noise
48	If the distribution of values of the attribute $a_j$ is roughly normal, the z index based transformation generates values that are almost certainly within the range.	(-3,3)	(-2,2)	(-4,4)	(-1,1)
49	. The purpose of _____ is to obtain a decrease in the number of distinct values assumed by one or more attributes.	Data Validation	Data Transformation	Data Reduction	Data Noise
50	PCA is	Projection Combination Analysis	Principal Combination Analysis	Principal Component Analysis	Projection Combination Analysis
51	. Which of the following is finally produced by Hierarchical Clustering?	final estimate of cluster centroids	tree showing how close things are to each other	assignment of each point to clusters	all of the mentioned
52	Which of the following is required by K-means clustering?	defined distance metric	number of clusters	initial guess as to cluster centroids	all of the mentioned
53	Point out the wrong statement	k-means clustering is a method of vector quantization	k-means clustering aims to partition n observations into k clusters	k-nearest neighbor is same as k-means	none of the mentioned
54	Which of the following function is used for k-means clustering?	k-means	k-mean	heatmap	none of the mentioned
55	Which of the following clustering requires merging approach?	Partitional	Hierarchical	Naive Bayes	None of the mentioned
56	Which of the following gave rise to need of graphs in data analysis?	Data visualization	Communicating results	Decision making	All of the mentioned
57	Which of the following is characteristic of exploratory graph?	Made slowly	Axes are not cleaned up	Color is used for personal information	All of the mentioned
58	Which of the following information is not given by five-number summary?	Mean	Median	Mode	All of the mentioned
59	Which of the following graph can be used for simple summarization of data?	Scatterplot	Overlaying	Barplot	All of the mentioned
60	Which of the following problem is solved by reproducibility?	Scalability	Data availability	Improved data analysis	None of the mentioned
61	Which of the following is not a component of Relational Marketing	Organisation	BI and data mining	technology	fund
62	Which of the following is <b>true</b> :	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.
63	Which of the following is <b>not</b> included in <b>Cycle of Relational Marketing Analysis</b> :	Collecting information on Customers	Identifying their needs	Paying them	Planning based on knowledge
64	Which of the following is <b>not</b> a stage in "Lifetime of a Customer"	Acquisition	Cross/Up Selling	Retention	Bargaining
65	Which of the following is <b>not</b> part of Web Mining:	Content Mining	Structure Mining	Database Mining	Usage Mining
66	Which of the following is <b>False</b> for <b>Supply Chain</b>	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
67	Which of the following is <b>not</b> an optimization model?	Extra Capacity	Maximum Fixed Cost	Backlogging	Multiple Plants
68	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
69	CCR Model stands for:	Charnes-Cooper-Rhodes	Charley-Common-Rules	Challenging-Common-Rules	Cooper-Common-Rules

70	The _____ expresses relationship between the Inputs utilized and Outputs Produced:	Efficiency Function	Effective Frontier	Efficient Frontier	Effective Fact
71	which one of the following is not a type of Knowledge	Declarative Knowledge	Procedural Knowledge	Tactic Knowledge	Collective Knowledge
72	KDD Stands for :	Knowledge Discovery Data	Knowledge Discovery in Database	Knowledge Database Discovery	Knowledge Data Discovery
73	Who introduced the term "Artificial Intelligence"	Arthur Samule	Marvin Lee Minsky	Jhon McCarthy	D. E. F. Codd
74	In which of the following steps of expert system development, the knowledge should be represented in IF-THEN-ELSE rules form?	System Design	Expert System Development and Completion	Prototype Development	Problem Domain Identification
75	Forward Chaining Strategy is used by _____ to recommend a solution.	Inference Engine	B. Knowledge Engine	C. Expert Engine	D. Forward Engine
76	_____ is required to exhibit intelligence.	Data	Knowledge	Information	High-quality data
77	Which of the following is not a component of ES .	. Knowledge Base	Inference Engine	User Interface	High-level Data
78	Human use content memory and thinking whereas, robots are using the _____, designed by scientists.	. Knowledge	Data	built-in instruction	High Level Information
79	. Knowledge is _____ resource.	Replaceable	Draining	Exhaustible	Depleting
80	Who is the person who is responsible for making knowledge management effort in an organization	CIO	CEO	CKO	CKE
81	First basic step for knowledge management process is	summarizing information	Data collection	Data analysis	Data classification
82	Following step is not involved in knowledge management proc	Decision making	Information Analyzing	Application Development	Synthesizing
83	Who is not involved in organizational transformation	People	process	technology	Market shares
84	Artificial intelligence is a study and design of	operations research	intelligent agents	neuroscience	control theory
85	Expert systems are capable of	assisting human in decision making	refining their own knowledge	possessing human capabilities	substituting human
86	Knowledge consist of	Data and Information only	past experience and data only	data, information & past experience	only past experience
87	Knowledge engineers acquire information from subject expert	recording	interviewing	observing his/her work	All of above
88	Forward and Backward channing are the strategies of	Inference Engine	Knowledge management process	Data mining process	Effective communication process
89	The components of Expert system includes	knowledge base	inference engine	user interface	all of above
90	knowledge management process has _____ basic steps	4	6	8	7
91	Knowledge Management Activity aims at	Total turning test	The rational agent approach	To build knowledge infrastructure	Thinking humanly
92	The challenges faced by Knowledge Management System are	Psychology	Communication and Collaboration	Control theory and cybernetics	Computer Engineering
93	Which of the following is not a Capabilities of Expert Systems?	Advising	Demonstrating	c) Explaining	d) Expanding
94	What is the form of Knowledge representation?	IF-THEN	IF-THEN-ELSE	IF-ELSE	ELSE
95	Which of the following is not a benefits of Expert Systems?	Availability	Speed	Time	Less Error Rate
96	Which is the key area in which Knowledge Management is applied	Technological Advances	Inference Engine	Globalization of Business	a & c
97	The advantage of AI over Natural Intelligence are	Fabulous speed	Less biased	Error prone	a & b
98	Data, information, and past experience combined together are termed as _____.	Inference	Acquisition	vision	knowledge
99	A _____ is nothing but an expert system without knowledge base	Tools	Expert System	shell	knowledge
100	What kind of signal is used in speech recognition?	Electromagnetic signal	Electric signal	Acoustic signal	Radar
101	Gathered information in knowledge management is organised, stored, shared and _____ using defined techniques	Collected	Analysed	Planned	Minimized
102	Knowledge Management process has basically six steps, they are collecting, organizing, summarizing, analysing, synthesizing and _____ of data.	Decision making	Knowledge processing	Planning	Arranging
103	In data collection procedure of knowledge management process, certain data collection points define the _____ of certain routine reports.	Idea	Knowledge	Data	Summary
104	Lengthy information is presented in _____ or graphical format and stored in appropriate form in summarizing step of knowledge management process.	unorganised	tab	sequential	unstructured
105	In decision making step of Knowledge Management process the _____ is used for decision making.	Data	Knowledge	Information	Metadata
106	People are ultimately the _____ of knowledge.	Storage	Gainer	Holders	Acquire
107	Learning organisation is an organisation characterised by a deep commitment to learning and _____ with the intention of continuous improvement.	Education	Understanding	Training	Improving
108	The three key stages for managing organisational transformation for critical success factor are break with the past, managing the past and _____.	Invest in present	Invest in the future	Managing the present	Outlining the future
109	_____ is a way of making a computer, a computer-controlled robot, or a software think intelligently, in the similar manner the intelligent humans think.	Machine Intelligence	Artificial Intelligence	Linguistic Intelligence	Naturalistic Intelligence
110	_____ are one of the prominent research domains of Artificial Intelligence.	Knowledge Management Systems	Data driven Systems	Expert Systems	Cognitive Systems
111	Data, information and past experience combined together are termed as _____.	Intelligence	Knowledge	Expert systems	Data driven systems
112	_____ is a strategy of an expert system to answer the question, "What can happen next?"	Forward Chaining	Backward Chaining	Total Task Chaining	Backward Reasoning
113	JESS is an abbreviation for _____.	Java Enhanced System Sell	Java Expert System Sell	Java Expert Sub System	Java Enhanced Sub System
114	Close System Cycle defined as	Which is System cycle does not need any output.	Able to modify their own output flows based on feedback.	Able to modify their own output flows based on process.	Able to modify their own output without any process
115	. Information is transformed into _____ to make decisions.	Data	Information	Knowledge	File

116	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 _____
117	BI supports _____ for data	Files	Data Marts & Data Warehouse.	Data Mining	System database
118	The fourth phase of the BI cycle involves performances measurement	Design	Evaluation	Intelligence	Graph
119	_____ technologies enabling factors that have facilitate development of BI with complex organizations	Application	System	business information	Hardware and Software
120	_____ Phases are in Decision making process	Intelligence, Design, Choice, Implementation, Control.	Design, Develop, Apply	Data, Process, Develop, Implement, Control	Search, Sort, Design, Develop, Implement
121	Decisions can be classified into their _____	concept and thoughts	Supply and Demand	Nature and Scope	Techniques
122	Full Form of DSS is _____	Day-to-day System Support.	Dynamic System Service.	Decision Support System	Decision Solve System.
123	_____ Knowledge Management increase in the _____	no. of options considered.	no. of difficulties considered	no. of risks considered	no. of models considered
124	_____ Business intelligence (BI) is a broad category of application programs which includes _____	Decision support	Data mining	OLAP	All of the mentioned
125	_____ Point out the correct statement	OLAP is an umbrella term that refers to an assortment of software applications for analyzing an organization's raw data for intelligent decision making	Business intelligence equips enterprises to gain business advantage from data	BI makes an organization agile thereby giving it a lower edge in today's evolving market condition	None of the mentioned
126	_____ BI can catalyze a business's success in terms of _____	Distinguish the products and services that drive revenues	Rank customers and locations based on profitability	Ranks customers and locations based on probability	All of the mentioned
127	Which of the following areas are affected by BI?	Revenue	CRM	Sales	All of the mentioned
128	Point out the wrong statement	Data is factual information for analysis	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	Customer relationship management (CRM) entails all aspects of interaction that a company has with its customer	None of the mentioned
129	_____ is a performance management tool that recapitulates an organization's performance from several standpoints on a single page.	Balanced Scorecard	Data Cube	Dashboard	All of the mentioned
130	_____ is a system where operations like data extraction, transformation and loading operations are executed	Data staging	Data integration	ETL	None of the mentioned
131	_____ is a category of applications and technologies for presenting and analyzing corporate and external data.	Data warehouse	MIS	EIS	All of the mentioned
132	Which of the following is the process of basing an organization's actions and decisions on actual measured results of performance?	Institutional performance management	Gap analysis	Slice and Dice	None of the mentioned
133	Which of the following does not form part of BI Stack in SQL Server?	SSRS	SSIS	SSAS	OBIEE
134	The Analysis Services _____ role defines administrative access of Windows users and groups to an instance of Analysis Services.	database	server	user	none of the mentioned
135	Point out the correct statement.	The permissions of a role may allow members to access and administer the database	Server roles, roles defined by administrators to control access to objects and data for non-administrator user	Database roles, roles defined by administrators to control access to objects and data for administrator user	None of the mentioned
136	Which of the following role is created as a separate object in an Analysis Services database, and applies only to the database in which that role is created?	Database	Membership	Client	Server
137	_____ let you create external, user-defined functions using any common language runtime (CLR) language.	Aggregate	Assemblies	Synonym	All of the mentioned
138	Point out the wrong statement.	The SSAS host-level policy is a combination of Analysis Services fixed policy for system assemblies and user-specified policy for user assemblies	Security for assemblies is based on the .NET Framework security model, which is a code-access security model	Calling a user-defined function in an assembly is performed just like calling an intrinsic function	All of the mentioned
139	Which of the following permission setting provides internal computation permission?	Unsafe	External Access	Safe	All of the mentioned
140	If the _____ setting is used, the execution context corresponds to the Windows login user account IUSER_servername on the server.	ImpersonateAnon	Anonymous	ImpersonateAnonymous	None of the mentioned
141	_____ The components of Expert system includes _____	knowledge base	inference engine	user interface	all of above
142	Security for stored procedures is set with the _____ property on a stored procedure.	PermissionSet	SetPermissionSet	Permission	None of the mentioned
143	If functions in one assembly call functions in a separate assembly, you must register both assemblies in _____	client	server	table	none of the mentioned
144	_____ is currency used to store transactions on which measures to be converted are based in SSAS.	Local currency	Pivot currency	Global currency	None of the mentioned
145	Point out the correct statement.	The Type property of the dimension is set to Reporting Currency	The Type property of one attribute for the dimension is set to CurrencyName in Latin	The values of Type attribute must be used in all columns that should contain a currency identifier	All of the mentioned

146	For _____ currency conversions, the pivot currency and reporting currency are the same.	one-to-one	many-to-one	many-many	all of the mentioned
147	You can use the _____ Wizard to specify which measures from the rate measure group are used to convert values.	BI	ETL	MIS	OBIEE
148	Forward and Backward channing are the strategies of	Inference Engine	Knowledge management process	Data mining process	Effective communication process
149	The Business Intelligence Wizard supports _____ different types of currency conversion.	3	5	6	7
150	If you select the _____ conversion type, a reporting currency dimension is also created.	one-to-one	many-to-one	many-many	all of the mentioned
151	. Which of the following Sort order sorts and compares data in Analysis Services based on the bit patterns defined for each character?	BIN2 (_BIN2)1	Binary (_BIN)1	Case-sensitive (_CS)	Case-insensitive
152	_____ distinguishes between a single-byte character and the same character when represented as a double-byte character.	Accent-insensitive (_AI)	Kana-sensitive (_KS)	Accent-sensitive (_AS)	Width-sensitive (_WS)
153	Which of the following property enables Analysis Services to use a faster algorithm for string hashing and comparison?	EnableFast1033Local	EnableFast1036Locale	EnableFast1033Locale	EnableQuick1033Locale
154	_____ lets you manage cube context from within an MDX script	CALCULATE	CALC	SCOPE CALC	None of the mentioned
155	Point out the correct statement.	Few MDX queries run within a specified cube context	SELECT statement is the most frequently used query in MDX	When formulating a Multidimensional Expressions (MDX) SELECT statement, an application typically examines a cube and divides the set of hierarchies into three subsets	None of the mentioned
156	_____ causes the server to raise an error when Microsoft SQL Server Analysis Services finds any error in the MDX script.	Ignore	IgnoreNone	IgnoreAll	All of the mentioned
157	The Backus-Naur Form (BNF) of {*( <comment>   &lt;whitespace&gt;   &lt;newline&gt;)} will be parsed as _____ for backwards compatibility.</comment>	{\}	{*}	{+}	{-}
158	Point out the wrong statement.	The WHERE clause describes the slicer axis in an MDX query	MDX syntax distinguishes sets by surrounding tuples or members with braces	MDX queries can have three query axes in the SELECT statement	None of the mentioned
159	_____ creates a calculation that evaluates a Multidimensional Expressions (MDX) expression over a specified set of tuples within a cube.	CREATE CELL CALCULATION	CREATE CELL CALC	CREATE MEMBER CALCULATION	None of the mentioned
160	The following code is a syntax of which statement? CREATE [ SESSION ] [ HIDDEN ] [ CALCULATED ] MEMBER CURRENTCUBE [ Cube_Name.Member_Name AS MDX_Expression [,Property_Name = Property_Value, ...n] .....[SCOPE_ISOLATION = CUBE]	CREATE SESSION	CREATE CUBE	CREATE MEMBER	CREATE MDX
161	Which of the following is the MDX Data Definition Statement?	CREATE ACTION	DROP CUBE	CREATE CUBE	None of the mentioned
162	Valid syntax for REFRESH CUBE statement is _____	REFRESH CUBECube_Name	REFRESH CUBE Cube_Name	REFRESH CUBE "Cube_Name"	REFRESH CUBE (Cube_Name)
163	_____ involves identifying activities management feels the salespeople should perform to produce the desired results.	SWOT analysis	Environmental audit	Training analysis	Needs assessment
164	Which of the following is NOT an example of behavioural measures used to evaluate salespeople?	assessment of salesperson's attitude and attention to customers	product knowledge and selling and communication skills	appearance and professional demeanor	accounts generated and profit achieved
165	Which are the most basic forms of the sales organization?	Line sales organization	Line and staff sales organization	Functional sales organization	None of the above
166	Companies engage in sales training to:	increase absenteeism and turnover	increase selling costs	decrease sales volume	change or reinforce behavior that makes salespeople more efficient
167	The formula $N = S/P(1 + T)$ is for.....	Workload	Sales potential (or breakdown)	Incremental	None of the above
168	The sales force can play a central role in achieving a marketing orientation strategy, by	Maintaining infrequent contact with customer	Collecting and disseminating market information	Focusing on cutting costs	Following the competition's lead
169	From management's point of view, what is the advantage of a straight salary compensation plan?	With a straight salary plan, selling costs are kept in proportion to sales.	The straight salary plan is simple and economical to administer.	With a straight salary plan, salespeople have the assurance of positive feedback.	A straight salary plan links performance to leadership style.
170	The most critical impact to a sales organization affected by down-sizing is that:	The sales team is demotivated	The company must recalculate sales budgets	The sales workload must be redistributed	Customers may change suppliers due to severed relationship with salesperson
171	The three major tasks involved in the implementation stage of the sales management process are:	salesforce recruitment and selection, salesforce training, and salesforce motivation and compensation.	Developing account management policies, implementing the account management policies, correcting the account management policies.	Setting sales objectives, organizing the salesforce, and developing account management policies.	Organizing the salesforce, quantitative assessment, and follow-up.
172	. In which method does the net profits will increase when additional salespeople are added, If the increase in the amount of sales revenue exceed the incremental costs?	Workload	Sales potential (or breakdown)	Incremental	None of the above
173	An effective sales plan objective should be:	Precise, measurable, and time specific.	General, measurable, and flexible.	Profitable, subjective, and measurable.	Precise, profitable, and flexible.
175	. If a company chooses to employ its own sales force, the three organizational structures it may use are:	Dollar volume, geography, and customer.	Geography, customer, and product.	Geography, market size, and product.	Market size, product, and customer.

176	Long-term compensation plans:	Include bonuses and contests	Should be evaluated and modified quarterly	Should be well thought out, so that few changes will be needed from year to year	Must be developed so that short-term compensation plans will not be necessary
177	..... is teaching how to do the jobs.	Sales personnel	Sales target	Sales force training	Induction
178	Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force?	wage level in relation to salespeople in other organizations in the industry	salesperson's individual wage	wage structure for the sales force	number of new customers in each sales territory
179	Which of the following elements is NOT used for determining the size of a sales force in the workload method?	Number of salespeople.	Number of customers.	Length of an average call.	Number of years in sales experience
180	The most frequently used type of compensation plan is a:	Straight salary compensation plan.	Straight commission compensation plan.	Combination compensation plan.	Weighted compensation plan.
181	In medium and large firms, one would find the.....types of organization	Line sales organization	Line and staff sales organization	Functional sales organization	None of the above
182	The first step in determining how a firm's sales force compensation program will be structured is to determine the:	Wage level relative to salespeople in other organizations in the industry	Salesperson's individual wage	Wage structure for the sales force	Number of new customers in each sales territory
183	When commission is combined with a base salary it is known as.....	Commission based compensation plans	Straight salary compensation plan	Territory volume compensation plans	Profit margin/ revenue based sales compensation plans
184	The workload method is used to:	Quantify the point at which the sale can be closed.	Calculate commission compensation payment.	Determine how much training a salesperson needs.	Determine the size of a salesforce.
185	There are three interrelated elements of rewards for salespeople. One of the elements is nonfinancial compensation and includes:	Recognition dinners, certificates of achievement, and features in sales newsletters	Larger accounts and sales territories	Personal development opportunities, merit salary increases, and promotions	Promotions, certificates of achievement, and larger sales territories
186	Research relating sales people's personal characteristics to sales aptitude and job performance suggests there is no single set of traits and abilities that sales managers can use as criteria for deciding what kind of recruits to hire is known as.....	Job analysis	Physical examination	Projective tests	Training
187	All of the following would be major sales force management decision steps EXCEPT:	Designing sales force strategy and structure.	Supervising salespeople.	Global management and marketing structures.	recruiting and selecting salespeople.
188	. In which organizational structure, all sales personnel receive direction from, and are accountable to different executives, on different aspects of their work?	Line sales organization	Line and staff sales organization	Functional sales organization	None of the above
189	Which of the following WOULD NOT be a method of establishing sales force structure?	Territorial sales force structure.	Lifestyle sales force structure.	Product sales force structure.	Customer sales force structure.
190	In which type of compensation plan there is no incentives?	Commission based compensation plans	Straight salary compensation plan	Territory volume compensation plans	Profit margin/ revenue based sales compensation plans
191	A company's compensation plan should reflect its overall marketing strategy. For example, if the strategy is to grow rapidly and gain market share, the compensation plan might include:	Encouragement for team selling.	Rewards for account management.	A larger commission component coupled with a new-account bonus to encourage high sales performance.	Incentives to manage the product mix.
192	Tests of intelligence tests are known as.....	Projective tests	Tests of habitual characteristics	Tests of ability	Achievement tests
193	There are three interrelated elements of rewards for salespeople. One of the elements is direct financial rewards and includes:	Salary, commission, and career advancement	Merit salary increases, commission, and better territory	Merit salary increases, bonuses, and commissions	Larger sales territories, bonuses, insurance, and a certificate of achievement
194	First basic step for knowledge management process is	summarizing information	Data collection	Data analysis	Data classification
195	Following step is not involved in knowledge management process	Decision making	Information Analyzing	Application Development	Synthesizing
196	Who is not involved in organizational transformation	People	process	technology	Market shares
197	Artificial intelligence is a study and design of	operations research	intelligent agents	neuroscience	control theory
198	Expert systems are capable of	assisting human in decision making	refining their own knowledge	possessing human capabilities	substituting human
199	Knowledge consist of	Data and Information only	past experience and data only	data,information & past experience	only past experience
200	Knowledge engineers acquire information from subject expert by	recording	interviewing	observing his/her work	All of above