

Enrollment No. :

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(MOOCs) IDC

Invigilator Sign.

Date :

Paper : MOOCIDC2013

( Advance Business Decision Support Systems )

Full Marks : 50

Pass Marks : 20

Time : 2 hours

(Question carries 1 mark each)

Please tick (✓) the correct answer

*Use of correction fluid is prohibited \*\* Multiple ticks will be treated as incorrect.*

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1. **What is the main purpose of a Business Decision Support System (BDSS)?**
  - A) To increase the market share
  - B) To assist in decision-making by providing relevant data and models
  - C) To advertise products
  - D) To automate production processes
2. **Which of the following is a key feature of a Decision Support System (DSS)?**
  - A) Full automation of decisions
  - B) The ability to support unstructured decision-making
  - C) Limited access to historical data
  - D) A focus on transactional processing
3. **What distinguishes a Decision Support System (DSS) from traditional management information systems (MIS)?**
  - A) DSS focuses on structured data only
  - B) DSS supports unstructured or semi-structured decision-making
  - C) MIS deals with decision-making in real-time
  - D) MIS uses advanced modeling techniques
4. **Which of the following is an essential component of a Business Decision Support System?**
  - A) Transactional databases
  - B) Advanced analytical models and tools
  - C) Marketing strategies
  - D) Data storage devices

5. **Which of the following is an example of a decision support tool used in BDSS?**
- A) Customer Relationship Management (CRM) software
  - B) Spreadsheet analysis tools
  - C) Enterprise Resource Planning (ERP) systems
  - D) Digital marketing platforms
6. **Which of the following is a key benefit of using BDSS in decision-making?**
- A) Reduces the need for human judgment in decision-making
  - B) Provides real-time data for strategic planning
  - C) Offers automatic decision-making without user intervention
  - D) Makes decisions faster but with less accuracy
7. **What type of decisions does BDSS primarily support?**
- A) Routine and structured decisions
  - B) Unstructured or semi-structured decisions
  - C) Financial auditing decisions
  - D) Production planning decisions
8. **Which of the following is NOT typically used as input in a Business Decision Support System?**
- A) Historical data
  - B) Decision-maker's preferences
  - C) Randomized data
  - D) Forecasting models
9. **What is the primary focus of a Business Intelligence (BI) system within BDSS?**
- A) To enhance customer relationship management
  - B) To provide insights and facilitate data-driven decisions
  - C) To automate manual tasks
  - D) To increase brand awareness
10. **Which of the following is an example of an unstructured decision supported by BDSS?**
- A) Deciding on the production schedule
  - B) Determining employee salaries
  - C) Deciding on a company's long-term strategic direction
  - D) Analyzing day-to-day financial transactions
11. **What are the typical inputs to a Decision Support System (DSS)?**
- A) Data, models, and user inputs
  - B) Only structured data
  - C) Only decision rules
  - D) Human decision-makers only

12. **Which of the following best describes the “model base” in a DSS?**
- A) A component that stores raw transactional data
  - B) A set of analytical tools used for data analysis
  - C) A database of historical records
  - D) A system that automates decision-making processes
13. **What is the purpose of the “knowledge base” in a DSS?**
- A) To provide structured data to the system
  - B) To store the company's financial information
  - C) To store the expertise and insights that support decision-making
  - D) To collect customer feedback on products
14. **Which of the following tools is commonly used in Decision Support Systems for data analysis?**
- A) Spreadsheets
  - B) Web browsers
  - C) Word processors
  - D) Email systems
15. **Which of the following is a decision-making model often integrated into a BDSS?**
- A) Linear programming models
  - B) Game theory models
  - C) Decision trees
  - D) All of the above
16. **What role does “user interface” play in a Business Decision Support System?**
- A) It automates decision-making without user interaction
  - B) It allows users to input data and interact with the system
  - C) It stores financial information
  - D) It creates data reports automatically
17. **Which of the following is a characteristic of the “communication subsystem” in BDSS?**
- A) It assists in decision-making by suggesting actions
  - B) It facilitates collaboration among decision-makers
  - C) It monitors real-time data
  - D) It automates repetitive tasks
18. **What type of analysis can a Decision Support System help with?**
- A) Routine financial record-keeping
  - B) Complex statistical and forecasting analysis
  - C) Generating customer invoices
  - D) Managing employee attendance

19. **Which of the following is an example of a decision support tool used for strategic decisions?**
- A) Inventory management system
  - B) Financial forecasting models
  - C) Customer feedback surveys
  - D) Payment processing systems
20. **Which of the following does NOT typically belong to a Decision Support System?**
- A) A financial management module
  - B) A real-time transaction processing module
  - C) A data analytics tool
  - D) A user feedback interface
21. **In which business area is a Decision Support System commonly applied?**
- A) Marketing and advertising campaigns
  - B) Transactional sales management
  - C) Data entry and record keeping
  - D) Strategic planning and forecasting
22. **How can BDSS be used in forecasting?**
- A) By predicting customer behavior using historical data
  - B) By automatically setting prices for products
  - C) By generating invoices and receipts
  - D) By calculating employee wages
23. **Which of the following is an example of an operational-level decision that could be supported by BDSS?**
- A) Determining the budget for marketing campaigns
  - B) Deciding on product pricing strategies
  - C) Scheduling production shifts
  - D) Setting long-term business goals
24. **Which type of decision is most likely to be supported by a DSS in the finance sector?**
- A) Deciding on staff uniforms
  - B) Analyzing market trends for investment strategies
  - C) Managing employee attendance
  - D) Setting up customer support teams
25. **Which of the following is an application of DSS in the supply chain?**
- A) Managing inventory levels
  - B) Automating production processes
  - C) Forecasting demand and optimizing distribution
  - D) Collecting customer feedback on products

- 26. How can a BDSS assist in resource allocation?**
- A) By automating all decision-making
  - B) By helping decision-makers allocate resources based on real-time data and forecasts
  - C) By reducing human involvement in decision-making
  - D) By determining fixed resource allocation without adjustment
- 27. Which area of management can benefit from using a Decision Support System?**
- A) Human resources management
  - B) Project management
  - C) Financial management
  - D) All of the above
- 28. What is the primary role of BDSS in customer relationship management (CRM)?**
- A) It manages the company's customer database
  - B) It supports customer interaction through automated systems
  - C) It helps in analyzing customer preferences and improving retention strategies
  - D) It automatically handles all customer complaints
- 29. Which of the following is an example of a decision-making scenario in retail that BDSS can support?**
- A) Scheduling employee shifts
  - B) Deciding on product placement and pricing strategies
  - C) Automating checkout systems
  - D) Managing cash flow
- 30. What is the role of forecasting in a BDSS for marketing decisions?**
- A) It predicts future market trends and customer demands
  - B) It sets advertising budgets
  - C) It collects feedback from customers
  - D) It directly controls the sales staff
- 31. What is one of the key challenges in implementing BDSS?**
- A) High-quality data collection and integration
  - B) Automated decision-making with no user input
  - C) Limiting user access to the system
  - D) Reducing computational power requirements
- 32. Which of the following can limit the effectiveness of BDSS?**
- A) Lack of real-time data
  - B) Using only structured data for decision support
  - C) Limited user training and system support
  - D) All of the above

- 33. Which of the following best describes the future trend of BDSS?**
- A) Moving towards greater automation and artificial intelligence
  - B) Reducing reliance on data analytics
  - C) Focusing only on small-scale business applications
  - D) Limiting the use of real-time data in decision-making
- 34. What is the impact of Big Data on BDSS?**
- A) It limits the system's ability to make decisions
  - B) It enhances decision-making capabilities by providing large datasets for analysis
  - C) It reduces the need for advanced analytical models
  - D) It makes decision-making slower and more complex
- 35. Which of the following is a key consideration when selecting software tools for a Business Decision Support System (BDSS)?**
- A) The cost of the software alone
  - B) The ease of integration with existing systems and the ability to meet specific business needs
  - C) The popularity of the software in the market
  - D) The software's ability to perform basic tasks only
- 36. How can artificial intelligence (AI) improve the functionality of a Business Decision Support System?**
- A) By making all decisions automatically without human input
  - B) By providing real-time predictions and automating data analysis
  - C) By reducing the cost of system maintenance
  - D) By limiting user access to decision-making tools
- 37. What is a potential disadvantage of relying too heavily on BDSS for decision-making?**
- A) Increased human judgment in decision-making
  - B) Over-reliance on automated recommendations without considering human expertise
  - C) Improved decision-making speed
  - D) Higher cost of decision-making processes
- 38. Which of the following is a benefit of cloud computing for BDSS?**
- A) Reduces the need for real-time data collection
  - B) Increases system flexibility and accessibility across multiple devices
  - C) Limits the amount of data stored in the system
  - D) Reduces the reliance on data analysis

39. **Which of the following is the primary function of the “data warehouse” in BDSS?**
- A) To process real-time data
  - B) To store historical and integrated data from multiple sources
  - C) To automate decision-making processes
  - D) To perform advanced analytics on unstructured data
40. **What role does machine learning play in Decision Support Systems?**
- A) It automates the decision-making process entirely
  - B) It helps in analyzing patterns in large datasets to improve decision-making
  - C) It stores all decision data
  - D) It generates real-time reports for decision-makers
41. **Which of the following is an example of the integration of decision support systems with mobile technology?**
- A) Using a mobile app for inventory management and sales forecasting
  - B) Using a spreadsheet for manual data entry
  - C) Employing traditional paper-based reports
  - D) Using desktop software to analyze sales data exclusively
42. **What is the role of real-time data in modern BDSS?**
- A) It allows for faster decision-making by providing the latest information
  - B) It increases the complexity of the system without adding value
  - C) It is used only for historical analysis
  - D) It replaces the need for predictive models
43. **What is the primary objective of integrating predictive analytics into BDSS?**
- A) To store large amounts of historical data
  - B) To forecast future trends and outcomes based on data patterns
  - C) To reduce the number of decisions that need to be made
  - D) To automate all decision processes without human intervention
44. **Which of the following is an example of an analytical tool used in BDSS to support decision-making?**
- A) Artificial intelligence algorithms
  - B) Customer relationship management software
  - C) Transaction processing systems
  - D) Human resource management systems

- 45. What is a key factor in ensuring the success of BDSS in an organization?**
- A) The complexity of the system
  - B) Integration with existing business processes and user involvement
  - C) Limiting the involvement of decision-makers
  - D) Focusing on only one type of analysis
- 46. Which of the following describes the “expert system” component of a BDSS?**
- A) A system that replaces human experts with automated decisions
  - B) A system that mimics the decision-making process of human experts using knowledge bases and inference rules
  - C) A system that automates the collection of real-time data
  - D) A database that stores expert knowledge only
- 47. Which of the following factors must be considered when designing a BDSS?**
- A) The financial budget for IT infrastructure only
  - B) The decision-makers’ preferences and how they process information
  - C) The number of users who will be accessing the system
  - D) The complexity of the software
- 48. How does Big Data analytics contribute to the success of BDSS?**
- A) By eliminating the need for decision-makers to analyze data
  - B) By providing detailed insights from large, diverse datasets that support informed decision-making
  - C) By reducing the reliance on data models
  - D) By simplifying decision-making to routine tasks
- 49. Which of the following technologies is often integrated with BDSS to improve forecasting accuracy?**
- A) Blockchain
  - B) Internet of Things (IoT)
  - C) Predictive analytics and machine learning
  - D) Cloud storage
- 50. What is the impact of user feedback on the effectiveness of BDSS?**
- A) It helps to improve the system’s design and usability for better decision-making support
  - B) It makes the system more automated
  - C) It decreases the need for data processing
  - D) It reduces the system’s complexity