

Q	_____ is the practice of marketing additional related products to customers based on previous purchases.								
A	Up-selling								
B	Cross-Selling								
C	Down-selling								
D	Seasonal-Selling								
Q	Which web technique allows viewers to write short								
A	Email								
B	Review Sheet								
C	Forum								
D	Microblogging								
Q	Pervasive computing is also known as _____								
A	Super computing								
B	Ubiquitous computing								
C	Mainframe computing								
D	Satellite computing								
Q	Businesses have become dependent on computer networks								
A	Efficiency								
B	Accuracy								
C	Interactions								
D	Information exchange								
Q	Extended service set in a wireless network comprises of								
A	All access points								
B	All network points								
C	All connected access points								
D	Connected basic service sets								
Q	The information system which collects data continuously,								
A	Business Intelligence System								
B	Expert System								
C	Transaction Processing System								

D	Database Systems								
Q	The department responsible for payroll preparation and								
A	Customer relations Management								
B	Human Resources Planning and Management								
C	Accounting and Finance								
D	Financial planning								
Q	_____ reports show a greater level of detail than is included								
A	Drill-down								
B	Key-indicator								
C	Routine								
D	Ad hoc								
Q	Business processes NOT supported by ERP systems is _____								
A	Daily Transactions								
B	Procurement process								
C	Fulfillment process								
D	Production process								
Q	A cross-functional business process that originates when the company receives a customer order and concludes when it receives a payment from the customer is								
A	Order fulfillment process								
B	Control Process								
C	Manufacturing process								
D	Procurement process								
Q	To effectively manage reports by exception, the company								
A	Performance standards								
B	Best practices								
C	User information requirements								
D	A database								
Q	Backbone of any organisation is _____								
A	Employee								
B	Information								

C	Management								
D	Capital								
Q	Which is not a computer based information system								
A	Customer relationship management								
B	Supply chain management								
C	Visionary management								
D	Operation management								
Q	A datawarehouse helps buisness executives to								
A	Archive the important Data								
B	use their data for decision making								
C	organize data								
D	create real time transactions								
Q	The data in the datawarehouse is described by:								
A	Relational data								
B	Operational data								
C	Informational data								
D	Meta data								
Q	A relational database consists of a collection of _____								
A	Tables								
B	Fields								
C	Records								
D	Keys								
Q	Difference between star and snowflake schema is_____								
A	One fact table and many dimension tables								
B	Many fact table and many dimension tables								
C	Normalizing dimension tables								
D	Functional Dependency								
Q	The purpose of data warehouse is to provide_____data that is not stored in the operational environment.								
A	Summary								

