**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

Register Number:

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**Open Elective – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BCOE 2: Business Intelligence**

**Time: 75 min Max Marks: 50**

**(50Q × 1M = 50 marks)**

1. In which step of business research, tools software packages such as typically Excel, SPSS, Minitab, etc. to build tables and graphs, segment the results by groups that make sense and provides a look for the major trends in data.
   1. Data preparation and analysis
   2. Report preparation and presentation
   3. Fieldwork or data collection
   4. Determine the Research Design
2. \_\_\_\_\_\_\_\_\_\_\_\_\_ research is used in cases where the marketer has little or no understanding about the research problem due to lack of proper information.
   1. Exploratory research
   2. Descriptive research
   3. Casual research
   4. Comparative research
3. A research technique in which 5-6 individuals gather in a room to suggest ideas and remarks on a particular product/service.
   1. Focus group
   2. Ethnographic Research
   3. Phenomenological Research
   4. Business Case Study
4. Which of the following is not a Quantitative Research Method
   1. Survey Research
   2. Correlational Research
   3. Causal Comparative Research
   4. Ethnographic Research
5. \_\_\_\_\_\_\_\_\_\_\_\_ is a systematic method of collecting, recording analyzing of data and interpreting information about a market to solve the marketing problems quickly, correctly and systematically.
   1. Business research
   2. Business intelligence
   3. Environmental scanning
   4. Market analysis
6. The \_\_\_\_\_\_\_\_ is a tool for making a systematic evaluation of the enterprises internal factors which are significant for the company in its environment.
   1. Strategic Advantage Profile
   2. SWOT analysis
   3. Pestle analysis
   4. Competitive Analysis
7. In SWOT analysis this is refer to any limitations an organization faces in developing or implementing a strategy.
   1. Strengths
   2. Weaknesses
   3. Opportunities
   4. Threats
8. \_\_\_\_\_\_\_\_\_ is a component of legal environment that includes various law enforcement agencies to ensure implementation of laws:
   1. Courts of law
   2. Law administrators
   3. Laws
   4. Politicians
9. \_\_\_\_\_\_\_\_\_\_\_\_ is the ability to move up or downs in the social scale.
   1. Social mobility
   2. Economic status
   3. Social status
   4. Family structure
10. A business must be keenly aware of the society's social preferences regarding its needs and wants. This analysis is part of:
    1. Technological Environment
    2. Socio-cultural Environment
    3. Economic Environment
    4. Ecological Environment
11. It is concerned with money supply, inflation rates, interest rates and credit availability.
    1. Monetary policy
    2. Fiscal policy
    3. Industrial policy
    4. Foreign policy
12. Government in the name of God is termed as:
    1. Theocratic Government
    2. Secular Government
    3. Monarchy Government
    4. Religious Fanaticism
13. \_\_\_\_\_\_\_ is the combination of information into a form that tells a story and informs decisions.
    1. Intelligence
    2. Information
    3. Data
    4. Wisdom
14. Michael Porter, the famous Harvard Business School professor, identified three strategies for establishing a competitive advantage. Which of the following is not a part of these:
    1. Cost Leadership
    2. Differentiation
    3. Product Intelligence
    4. Focus strategy
15. \_\_\_\_\_\_\_\_\_\_\_\_ refers to forms of business competition where firms are considered competitors in some markets or contexts but not in others.
    1. Monopolistic Competition
    2. Asymmetric competition
    3. Perfect Competition
    4. Oligopoly
16. After studying the business environment, a manager can quickly identify business \_\_\_\_\_\_\_.
    1. Opportunities and Threats
    2. Threats
    3. Opportunity
    4. Objective
17. The business environment is \_\_\_\_\_\_ in nature
    1. Stable
    2. Dynamic
    3. Constant
    4. Subjective
18. Which of the following is part of the External environment?
    1. Product development
    2. Demonetization
    3. Human resource policies
    4. R&D
19. The business has ultimately no control over which of the following environment?
    1. Internal environment
    2. External environment
    3. Operating environment
    4. Functional areas of business
20. Select an appropriate option which is a significant element of the economic environment?
    1. Economic policies
    2. Economic system
    3. Economic conditions
    4. All of these
21. Which of the following environment refers to the aggregate of all the characteristics of the society where an organization exists?
    1. Social environment
    2. Economic environment
    3. Political environment
    4. Technological environment
22. \_\_\_\_\_\_\_ environment consists of the total of various legislations passed by the Government and decisions rendered by various commissions and agencies at every level of Government.
    1. Political
    2. Social
    3. Economical
    4. Legal
23. High inflation rate is a problem for the business belongs to which of the following environment?
    1. Economic environment
    2. Technological environment
    3. Social environment
    4. Political environment
24. With the introduction smart LED televisions, the old CRT televisions are disregarded. Which component of the business environment is responsible for it?
    1. Legal
    2. Economical
    3. Political
    4. Technological
25. Mr. Lobo runs a vast shopping mall in city Centre. He found that when the bank’s rate decreases, there is massive increase in the sale of their shopping mall and vice versa. Identify the component of the business environment is the above case.
    1. Economic environment
    2. Internal environment
    3. Political environment
    4. Legal environment
26. During the festival of Diwali, Ram found out that his father was running their sweet-selling shop for 24 hours. He found that sale on that day was the highest in the past six months. People were even coming to shop at midnight to buy sweets. What component of the business environment led his father to open the sweet shop for a whole day?
    1. Social environment
    2. Economic environment
    3. Political environment
    4. Technical environment
27. The ability of a digital computer or computer-controlled robot to perform tasks commonly associated with human beings.
    1. Machine learning
    2. artificial intelligence (AI)
    3. Robotics
    4. None of these
28. It refers to forms of business competition where firms are considered competitors in some markets or contexts but not in others
    1. First Mover Advantage
    2. Competitive Advantage
    3. Asymmetries Competitive Advantage
    4. Intelligence
29. \_\_\_\_\_\_\_\_ refers to factors that allow a company to produce goods or services better or more cheaply than its rivals. These factors allow the productive entity to generate more sales or superior margins compared to its market rivals.
    1. Intelligence
    2. Market Data
    3. Business intelligence
    4. Competitive advantage
30. \_\_\_\_\_\_is gathering and analyzing information relevant to a company's market - trends, competitor and customer monitoring.
    1. Trends
    2. Business intelligence
    3. Marketing Research
    4. Survey
31. \_\_\_\_\_\_\_\_\_\_ is an economic system based on the private ownership of the means of production and their operation for profit.
    1. Capitalism
    2. Socialism
    3. Mixed economy
    4. Free Market
32. \_\_\_\_\_\_\_\_ is the process of transforming privately-owned assets into public assets by bringing them under the public ownership of a national government or state.
    1. Privatization
    2. Nationalization
    3. Domestication
    4. Globalisation
33. Which of the following is not the major elements of social environment?
    1. Concern with quality of life
    2. Political ideology
    3. Life expectancy
    4. Educational system and literacy rates
34. The entry of the multinational companies in large numbers in the Indian market has created.
    1. Huge Demand
    2. Huge Supply
    3. Tough Competition
    4. Huge Demand and Supply
35. Technological improvements and innovations result in\_\_
    1. Render existing products obsolete
    2. Increase in tax
    3. Reduction in profit margins
    4. None of the options
36. Gross Domestic Product (GDP) is concerned with \_\_\_\_\_\_\_\_\_\_\_\_
    1. Economic Environment
    2. Social Environment
    3. Political Environment
    4. Legal Environment
37. ‘The health-and-fitness trend has become popular among large number of urban dwellers. This has created a demand for products like organic food.’ This is an example of
    1. Customs and traditions
    2. Values
    3. Social trends
    4. Cultural beliefs
38. \_\_\_\_\_\_\_\_state can have an elected or hereditary head.
    1. Democratic
    2. Autocratic
    3. Monarchy
    4. Socialized
39. Competition is beneficial to the competing firms besides benefiting the \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
    1. Producers
    2. Intermediaries
    3. Finances
    4. Consumers
40. \_\_\_\_\_\_\_\_\_\_ plays the watch dog in order to ensure that both function in public interest and within the boundaries of constitution.
    1. Legislature
    2. Executive
    3. Judiciary
    4. Army
41. Which policy is concerned with raising revenue through taxation and deciding on the level and Pattern of expenditure?
    1. Monetary policy
    2. Fiscal policy
    3. Industrial policy
    4. Foreign policy
42. With the introduction of mineral water bottle in India, Bisleri was able to capture the big market share in India. Which importance of Business Environment is highlighted here.
    1. Helps in Policy Making
    2. Identifying threat and getting warning signals
    3. Helps in tapping resources
    4. Help to identify opportunities and getting first mover advantage.
43. Free Flow of goods and services between different countries of the world is an example of:
    1. Globalisation
    2. Privatisation
    3. Liberalisation
    4. Industrialization
44. Business environment includes
    1. Surroundings of business
    2. Forces, factors, institutions which directly or indirectly effect business
    3. Customers and employees
    4. Government policies
45. It is compulsory that advertisement on baby food must inform that mother’s milk is the best is related to
    1. Social Environment
    2. Economic Environment
    3. Political Environment
    4. Legal Environment

Case Exercise

Authorities all over the world are becoming increasingly concerned about environmental issues. To ensure the same, numerous national governments recently overturned an order prohibiting the use of plastic luggage, which is non-biodegradable. As a result, the authorities decided to grant a textile industry subsidy as well (luggage). Within the statement, the minister mentioned that they believe it will be beneficial because human incomes are increasing and more people are able to afford cotton baggage. Following this subsidy, Aman discovered amazing ability in the cotton cross luggage industry, which had no longer been established in India but was thriving in the UK, where he had completed his graduation. He launched the product, and his business took off. As a result, more groups entered the market with various articles and modifications.

Based upon the above paragraph answer the following questions:

1. Which business dimension is highlighted in the line,” As a result, the authorities decided to grant a textile industry subsidy as well (luggage).”
   1. Legal
   2. Political
   3. Economic
   4. Social
2. Which business dimension is highlighted in the line,” Within the statement, the minister mentioned that they believe it will be beneficial because human incomes are increasing and more people are able to afford cotton baggage.”?
   1. Legal
   2. Political
   3. Economic
   4. Social
3. The merits of the business environment are highlighted in the lines, “Following this subsidy, Aman discovered amazing ability in the cotton cross luggage industry, which had no longer been established in India but was thriving in the UK, where he had completed his graduation.”
   1. Identify opportunities
   2. Tapping useful resources
   3. Coping with rapid changes
   4. Assisting in planning
4. The merit of the business environment is highlighted in the lines,” He launched the product, and his business took off. As a result, more groups entered the market with various articles and modifications.”
   1. Identify opportunities
   2. Identify threats
   3. Assisting in planning
   4. Coping with rapid changes
5. Which dimension of the business environment is highlighted in the given lines, “To ensure the same, numerous national governments recently overturned an order prohibiting the use of plastic luggage, which is non-biodegradable.”?
   1. Political
   2. Legal
   3. Technological
   4. Economic