MGMT2164 2010 Quiz 3 Key

1. Which of the four types of decisions occur sporadically, perhaps only once?   
A. Structured  
**B.** Nonrecurring or ad hoc  
C. Nonstructured  
D. Impromptu

*AACSB: Decision Support and Artificial Intelligence  
Difficulty: Medium  
Haag - Chapter 04 #9  
Learning Objective: 1  
Taxonomy: Application and Analysis*

2. What type of information system is built to support decisions based on problems that are not structured?   
A. Database management systems  
B. Operational systems  
**C.** Decision support systems  
D. Statistical information systems

*AACSB: Decision Support Systems  
Difficulty: Medium  
Haag - Chapter 04 #14  
Learning Objective: 1  
Taxonomy: Knowledge and Understanding*

3. What is the purpose of a decision support system?   
A. To relieve you of making structured, recurring decisions  
**B.** To assist you with making decisions  
C. To mine data warehouses and locate needed information so that you can make a decision  
D. To help diagnose problems in your organization and, possibly, your environment

*AACSB: Decision Support Systems  
Difficulty: Medium  
Haag - Chapter 04 #16  
Learning Objective: 1  
Taxonomy: Application and Analysis*

4. If you were to take facts about your business, mix them with historical information, and then create a computer simulation to help you understand future events, you would be creating \_\_\_\_.   
A. A database  
B. Artificial intelligence  
**C.** A model  
D. Facsimiles

*AACSB: Model Management Component  
AACSB: Reflective Thinking Skills  
Difficulty: Hard  
Haag - Chapter 04 #19  
Learning Objective: 1  
Taxonomy: Synthesis and Evaluation*

5. Which DSS component allows you to communicate with the DSS?   
A. Query management  
**B.** User interface management  
C. Data administration  
D. Data management

*AACSB: Reflective Thinking Skills  
AACSB: User Interface Management Components  
Difficulty: Easy  
Haag - Chapter 04 #22  
Learning Objective: 1  
Taxonomy: Knowledge and Understanding*

6. What special type of decision support system uses a combination of statistics, probability, operations research, AI tools, data mining, and predictive modeling on large data sets?   
A. Expert system  
**B.** Analytics  
C. Database management system  
D. Geographic information system

*AACSB: User Interface Management Component  
Difficulty: Medium  
Haag - Chapter 04 #24  
Learning Objective: 1  
Taxonomy: Knowledge and Understanding*

7. What type of analytics is used to identify high-priority clients?   
**A.** Content  
B. Text  
C. Web  
D. Google

*AACSB: User Interface Management Component  
Difficulty: Medium  
Haag - Chapter 04 #27  
Learning Objective: 1  
Taxonomy: Knowledge and Understanding*

8. What type of analytics is used to detect fraud?   
**A.** Content  
B. Text  
C. Web  
D. Google

*AACSB: User Interface Management Component  
Difficulty: Medium  
Haag - Chapter 04 #28  
Learning Objective: 1  
Taxonomy: Knowledge and Understanding*

9. Which type of marketing is used to discover small pockets of people within a larger group?   
A. Macro targeting  
B. Focus targeting  
C. Mini targeting  
**D.** Micro targeting

*AACSB: User Interface Management Component  
Difficulty: Medium  
Haag - Chapter 04 #31  
Learning Objective: 1  
Taxonomy: Knowledge and Understanding*

10. If you needed to analyze the bear population in Maine and their interactions with humans located in towns and cities, what type of computer application should you use?   
A. Model management  
B. Expert system  
**C.** Geographic information system  
D. Multidimensional information system

*AACSB: Geographical Information System  
AACSB: Reflective Thinking Skills  
Difficulty: Hard  
Haag - Chapter 04 #35  
Learning Objective: 1  
Taxonomy: Synthesis and Evaluation*

11. Which of the following *is* *not* considered a type of artificial intelligence?   
A. Expert systems  
B. Neural networks  
**C.** Geographic information systems  
D. Genetic algorithms

*AACSB: Artificial Intelligence  
Difficulty: Medium  
Haag - Chapter 04 #40  
Learning Objective: 2  
Taxonomy: Application and Analysis*

12. What is the difference between a decision support system (DSS) and an expert system (ES)?   
A. A DSS supports the novice users; an ES supports the analyst or expert  
**B.** The DSS requires considerable knowledge from the user; the ES provides considerable knowledge to the user  
C. The ES requires considerable storage space for the needed information; the DSS does not  
D. The DSS requires rules or domain knowledge; the ESS requires business models

*AACSB: Expert Systems  
AACSB: Reflective Thinking Skills  
Difficulty: Hard  
Haag - Chapter 04 #44  
Learning Objective: 2  
Taxonomy: Synthesis and Evaluation*

13. What type of system is known for finding and differentiating patterns?   
**A.** Neural networks  
B. Expert systems  
C. Geographic information systems  
D. Decision support systems

*AACSB: Neural Networks and Fuzzy Logic  
Difficulty: Easy  
Haag - Chapter 04 #47  
Learning Objective: 3  
Taxonomy: Knowledge and Understanding*

14. If you were to shop regularly at a clothing store and this store provided you with regular discounts on clothes because it recognized you as a valuable customer, this store would be employing what type of software?   
A. Expert systems  
**B.** Neural network  
C. Geographic information system  
D. Database management system

*AACSB: Neural Network and Fuzzy Logic  
AACSB: Reflective Thinking Skills  
Difficulty: Hard  
Haag - Chapter 04 #50  
Learning Objective: 3  
Taxonomy: Synthesis and Evaluation*

15. What is the biggest problem with neural networks?   
A. They cannot acquire new knowledge  
B. They cannot adjust to new circumstances without human intervention  
C. They cannot handle unstructured information  
**D.** Hidden layers are "hidden"

*AACSB: Neural Network and Fuzzy Logic  
Difficulty: Easy  
Haag - Chapter 04 #53  
Learning Objective: 3  
Taxonomy: Knowledge and Understanding*

16. What is a mathematical method of handling imprecise or subjective information?   
**A.** Fuzzy logic  
B. Statistical analysis  
C. Algorithms  
D. Knowledge analysis

*AACSB: Fuzzy Logic  
Difficulty: Easy  
Haag - Chapter 04 #55  
Learning Objective: 3  
Taxonomy: Knowledge and Understanding*

17. Which of the following is an optimizing system; one that continues to process your information until it discovers the best solution for your problem?   
A. Expert system  
B. Intelligent database management system (I-DBMS)  
**C.** Genetic algorithm  
D. Artificial intelligent synthesis system (AISS)

*AACSB: Genetic Algorithm  
AACSB: Reflective Thinking Skills  
Difficulty: Medium  
Haag - Chapter 04 #59  
Learning Objective: 4  
Taxonomy: Application and Analysis*

18. If you needed to analyze a problem, for instance, the type of career path you wished to follow, and there were hundreds if not thousands of different possibilities (e.g., geographical area, industry, salary), what type of system could you employ to find the best career for you?   
A. Artificial intelligent synthesis system (AISS)  
**B.** Genetic algorithm  
C. Intelligent database management systems (I-DBMS)  
D. Neural network

*AACSB: Genetic Algorithm  
AACSB: Reflective Thinking Skills  
Difficulty: Hard  
Haag - Chapter 04 #60  
Learning Objective: 4  
Taxonomy: Synthesis and Evaluation*

19. Genetic algorithms use three concepts to solve problems. Which of the following concepts deals with giving preference to better outcomes?   
A. Synthesis  
B. Crossover  
**C.** Selection  
D. Mutation

*AACSB: Genetic Algorithm  
Difficulty: Medium  
Haag - Chapter 04 #63  
Learning Objective: 4  
Taxonomy: Knowledge and Understanding*

20. Genetic algorithms use three concepts to solve problems. Which of the following concepts deals with combining portions of good outcomes in the hope of creating an even better outcome?   
**A.** Crossover  
B. Selection  
C. Synthesis  
D. Mutation

*AACSB: Genetic Algorithm  
Difficulty: Medium  
Haag - Chapter 04 #64  
Learning Objective: 4  
Taxonomy: Knowledge and Understanding*

21. What are the best known information agents?   
A. Listing  
B. User agent  
C. Predictive agent  
**D.** Buyer

*AACSB: Information Agents  
Difficulty: Medium  
Haag - Chapter 04 #67  
Learning Objective: 5  
Taxonomy: Application and Analysis*

22. If your Internet business helped customers find the right product for their needs and then suggested other products based on the information you've gathered on this customer and similar customers, what intelligent agent would you be using?   
A. Data-mining agent  
B. User agent  
C. Predictive agent  
**D.** Shopping bot

*AACSB: Information Agent  
AACSB: Reflective Thinking Skills  
Difficulty: Medium  
Haag - Chapter 04 #68  
Learning Objective: 5  
Taxonomy: Application and Analysis*

23. Which intelligent agent searches for information of some kind and brings it back to the user?   
**A.** Information agent  
B. Reporting agent  
C. User agent  
D. Predictive agent

*AACSB: Information Agent  
Difficulty: Easy  
Haag - Chapter 04 #70  
Learning Objective: 5  
Taxonomy: Knowledge and Understanding*

24. When NASA uses intelligent agents to observe inventory levels and help identify and solve potential problems, NASA is using a(n) \_\_\_\_\_ agent.   
A. User  
B. Data-mining  
**C.** Monitoring-and-surveillance  
D. Reporting

*AACSB: Monitoring and Surveillance Agents  
Difficulty: Medium  
Haag - Chapter 04 #72  
Learning Objective: 5  
Taxonomy: Knowledge and Understanding*

25. What type of intelligent agent operates in a data warehouse discovering information?   
**A.** Data-mining agent  
B. Predictive agent  
C. Reporting agent  
D. Monitoring-and-surveillance agent

*AACSB: Data Mining Agents  
Difficulty: Easy  
Haag - Chapter 04 #73  
Learning Objective: 5  
Taxonomy: Knowledge and Understanding*

MGMT2164 2010 Quiz 3 Summary

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| --- | --- |
| *Category* | *# of Questions* |
| AACSB: Artificial Intelligence | 1 |
| AACSB: Data Mining Agents | 1 |
| AACSB: Decision Support and Artificial Intelligence | 1 |
| AACSB: Decision Support Systems | 2 |
| AACSB: Expert Systems | 1 |
| AACSB: Fuzzy Logic | 1 |
| AACSB: Genetic Algorithm | 4 |
| AACSB: Geographical Information System | 1 |
| AACSB: Information Agent | 2 |
| AACSB: Information Agents | 1 |
| AACSB: Model Management Component | 1 |
| AACSB: Monitoring and Surveillance Agents | 1 |
| AACSB: Neural Network and Fuzzy Logic | 2 |
| AACSB: Neural Networks and Fuzzy Logic | 1 |
| AACSB: Reflective Thinking Skills | 8 |
| AACSB: User Interface Management Component | 4 |
| AACSB: User Interface Management Components | 1 |
| Difficulty: Easy | 6 |
| Difficulty: Hard | 5 |
| Difficulty: Medium | 14 |
| Haag - Chapter 04 | 25 |
| Learning Objective: 1 | 10 |
| Learning Objective: 2 | 2 |
| Learning Objective: 3 | 4 |
| Learning Objective: 4 | 4 |
| Learning Objective: 5 | 5 |
| Taxonomy: Application and Analysis | 6 |
| Taxonomy: Knowledge and Understanding | 14 |
| Taxonomy: Synthesis and Evaluation | 5 |