

- 1) Which one of the following statements is NOT correct?
 - a) Transactional data captures close interactions with customers
 - b) Executives use transactional data to make strategic decisions**
 - c) Transactional data are usually large, and with so many details
- 2) Which one of the following is NOT a problem with traditional file organization?
 - a) Data redundancy
 - b) Data inconsistency
 - c) Program-data dependence
 - d) Files may include too many records**
 - e) Lack of flexibility in reporting
- 3) Information is:
 - a) The accumulation of raw data
 - b) The way we analyze problems
 - c) The best form of knowledge
 - d) Data shaped into meaningful form**
- 4) A data mart usually can be constructed more rapidly and at lower costs than a data warehouse because:
 - a) All of the information belongs to a single company
 - b) A data mart typically focuses on a single subject area or line of business**
 - c) A data mart is usually maintained completely at the web site of the organization
 - d) All the information is historical
- 5) The logical view:
 - a) Presents data as they would be perceived by the end users**
 - b) Shows how data are organized and structured on the storage media
 - c) Allows the creation of supplementary reports
 - d) Presents an entry screen to the user.
- 6) The following is an example of data mining:
 - a) Entering sales orders

- b) A mortgage payment calculation tool on a bank website
 - c) Determining the requirements of an ecommerce website
 - d) Analyzing the purchasing patterns of customers**
 - e) All of the above
- 7) Each of the following is a true statement about distributed databases except:
- a) Distributed systems often can run on smaller less expensive computers
 - b) Distributed systems are dependent on high quality telecommunication lines
 - c) Distributed systems decrease the service and responsiveness to local users**
 - d) Distributive systems reduce the vulnerability of a single, massive central site
- 8) The challenges in the use of data mining is:
- a) Targeting user profiles for nonspecific goods
 - b) Processing multiple data warehouses
 - c) Understanding the information provided
 - d) The protection of individuals privacy**
- 9) Which of the following statements is NOT true about OLAP (online analytical processing)
- a) OLAP is a multi dimensional data analysis
 - b) OLAP database is in a form of a cube
 - c) OLAP helps with decision making at transactional level**
 - d) Slice and Dice is one of the functionalities supported by OLAP
- 10) Floor planning in stores is an application of
- a) Clustering
 - b) Statistical analysis
 - c) Association rules discovery**
 - d) Classification
- 11) Which of the following is NOT correct about relational database management system
- a) Relational DBMS consists of two dimensional tables
 - b) Microsoft Access is an example of relational DBMS

- c) **Relational DBMS increases the chance of data redundancy**
 - d) Relational DBMS generates reports combining multiple tables
- 12) ____ is the process of finding, gathering, and filtering of electronic files and preparation for trial, legal or regulatory investigation, or administrative action as required
- a) Archiving
 - b) Discovery
 - c) **Electronic discovery**
 - d) Litigation
- 13) Data warehousing is most appropriate for organizations that any of the following except:
- a) End users need to access large amount of data
 - b) The organization serves a large, diverse customer base
 - c) End-users perform a lot of data analysis
 - d) **Operational data needed to support business processes are centralized**
- 14) A financial institutions databases are ____ because every deposit, payment, or other transaction adds or changes data, which makes data analysis
- a) Poor quality, unnecessary
 - b) High quality, easy
 - c) **Volatile, too difficult**
 - d) Volatile, easy
- 15) The main difference between a database and a data warehouse
- a) **Databases are designed and optimized to share data, whereas data warehouses are designed and optimized to respond to analysis questions that are critical for a business**
 - b) Databases are designed and optimized to analyse data, whereas data warehouses are designed to store data for sharing
 - c) Databases are designed to detect trends in the data, whereas data warehouses are designed to support supply chains
 - d) Databases are designed to support traditional commerce, whereas data warehouses are designed to support e-commerce

- 16) An advantage of ____ is that they provide the response speed of localized files without the need to replicate all changes in multiple locations
- a) Centralized databases
 - b) Replicated databases
 - c) **Partitioned databases**
 - d) File systems
- 17) All companies create ____, which are documents that record business activities and functions such as contracts, research and development, accounting source documents, memos and customer/client communications
- a) **Business records**
 - b) Transactions
 - c) Computer files
 - d) databases
- 18) ____ is a structured approach for capturing, storing, processing, integrating, distributing , securing and archiving data effectively throughout their life cycle
- a) Data mining
 - b) **Data management**
 - c) Metadata
 - d) Data visualization
- 19) Businesses that collect data about employees and customers have the legal duty to ____
- a) Destroy that data after 30 days
 - b) **Protect that data**
 - c) Retain that data for seven years
 - d) Both a and b
- 20) According to the principle of 90/90 data use, most organizations cannot operate at peak performance because of lack of data availability of 90 days or longer

True or False

21) Data that are accurate, timely, and clean might not only be usable if people do not get data in the form that they need to do their jobs

True or False

22) Data warehouses is built using data sources only internal to the organization

True or False

23) A single database management system can service multiple applications

True or False

24) Business records are different from documents in that records cannot be modified or deleted in controlled circumstances. In contrast documents generally are subject to revision

True or False

25) Business intelligence is all about security of data and making sure that the business data is kept private

True or False