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Marks 30.00/30.00

Grade 25.00 out of 25.00 (100%)

Question 1

Correct

Mark 1.00 out of 1.00

A data warehouse contains a special database that stores the _____, which records its source, history, and format of the data.

Select one:

- ☐ a. clickstream data
- ☐ b. dimensional data
- ☐ c. media format
- ☒ d. metadata ✓
- ☐ e. dirty data

Question 2

Correct

Mark 1.00 out of 1.00

A _____ is a data collection that is created to address the needs of a particular business function, problem, or opportunity.

Select one:

- ☐ a. database
- ☐ b. data-mine
- ☐ c. data warehouse
- ☐ d. data depot
- ☒ e. data mart ✓

Question 3

Correct

Mark 1.00 out of 1.00

Billy Beane is generally credited with introducing

Select one:

- ☒ a. scientific and statistical techniques that capture more data for major league baseball. ✓
- ☐ b. developing OLTP software.
- ☐ c. market-basket analysis in major league baseball.
- ☐ d. new methods of scouting players for the National Hockey League.
- ☐ e. real-time processing to business processes

Question 4

Correct

Mark 1.00 out of 1.00

Clickstream data is often _____ and much of it has to be discarded.

Select one:

- ☒ a. too fine. ✓
- ☐ b. inconsistent data.
- ☐ c. incomplete or inaccurate data.
- ☐ d. missing value.
- ☐ e. too coarse.

Question 5

Correct

Mark 1.00 out of 1.00

_____ create value from intellectual capital by collecting and sharing human knowledge of products, product uses, best practices, and other critical knowledge with employees, managers, customers, suppliers, and other who need it.

Select one:

- ☐ a. CRM applications
- ☐ b. Data mining systems
- ☐ c. Business intelligence systems
- ☐ d. Expert Systems
- ☒ e. Knowledge management systems ✓

Question 6

Correct

Mark 1.00 out of
1.00

Data-mining techniques include

Select one:

- ☐ a. data warehousing.
- ☒ b. market basket analysis. ✓
- ☐ c. data marting.
- ☐ d. customer relationship management.
- ☐ e. supplier relationship management.

Question 7

Correct

Mark 1.00 out of
1.00

Data that resides in different sources or is incompatible with the intended purpose is an example of

Select one:

- ☐ a. clickstream data.
- ☒ b. non-integrated data. ✓
- ☐ c. inconsistent data.
- ☐ d. dirty data.
- ☐ e. missing values.

Question 8

Correct

Mark 1.00 out of
1.00

Highly summarized data is known as being

Select one:

- ☐ a. too comprehensive.
- ☐ b. too summarized.
- ☐ c. inconsistent.
- ☐ d. fine.
- ☒ e. coarse. ✓

Question 9

Correct

Mark 1.00 out of
1.00

If transactions are entered and processed immediately upon entry, then the system is operating in

Select one:

- ☐ a. transaction time.
- ☒ b. real time. ✓
- ☐ c. unprotected mode.
- ☐ d. batch mode.
- ☐ e. online mode.

Question 10

Correct

Mark 1.00 out of
1.00

If you are collecting data electronically and processing the transaction online, then you are using (a) _____.

Select one:

- ☐ a. data warehouse
- ☐ b. data-mining
- ☒ c. online transaction processing (OLTP) ✓
- ☐ d. online analytical processing (OLAP)
- ☐ e. database management system (DBMS)

Question 11

Correct

Mark 1.00 out of
1.00

If you need to identify groups of entities that have similar characteristics, you need to perform (a)

Select one:

- ☐ a. neural network analysis.
- ☐ b. online analytical processing.
- ☐ c. regression analysis.
- ☐ d. grouping analysis.
- ☒ e. cluster analysis. ✓

Question 12

Correct

Mark 1.00 out of
1.00

_____ integrate data from multiple sources, and process those data by sorting, grouping, summing, averaging, and comparing.

Select one:

- ☒ a. Reporting systems ✓
- ☐ b. Expert Systems
- ☐ c. Customer Relationship Management systems
- ☐ d. Business intelligence systems
- ☐ e. Supplier Relationship Management systems

Question 13

Correct

Mark 1.00 out of
1.00

_____ is the application of statistical techniques to find patterns and relationships in data and to predict outcomes.

Select one:

- ☐ a. Databasing
- ☐ b. Data warehousing
- ☐ c. Data depositing
- ☐ d. Data marting
- ☒ e. Data mining ✓

Question 14

Correct

Mark 1.00 out of
1.00

It is almost certain that in reality, when you take on a data-mining project, the data will be

Select one:

- ☐ a. full of viruses.
- ☐ b. inconsistent.
- ☐ c. formatted properly.
- ☐ d. buggy.
- ☒ e. dirty. ✓

Question 15

Correct

Mark 1.00 out of 1.00

It is better to have data that is too fine than too coarse because fine data can be converted to coarse data by

Select one:

- ☐ a. separating the data into its constituent parts.
- ☐ b. using regression analysis.
- ☒ c. summing and combining the data. ✓
- ☐ d. placing the data into a data warehouse.
- ☐ e. placing the data into a data mart.

Question 16

Correct

Mark 1.00 out of 1.00

It is usually better to have data granularity that is _____ rather than too coarse.

Select one:

- ☒ a. too fine ✓
- ☐ b. missing values
- ☐ c. inconsistent
- ☐ d. dirty data
- ☐ e. more recent

Question 17

Correct

Mark 1.00 out of 1.00

_____ measure(s) the impact of a set of variables on another variable.

Select one:

- ☐ a. Neural networks
- ☐ b. Supervised data mining
- ☒ c. Regression analysis ✓
- ☐ d. Unsupervised data mining
- ☐ e. Cluster analysis

Question 18

Correct

Mark 1.00 out of
1.00

Problematic data are termed

Select one:

- ☐ a. untrustworthy data.
- ☐ b. problem data.
- ☒ c. dirty data. ✓
- ☐ d. incorrect data.
- ☐ e. irrelevant data.

Question 19

Correct

Mark 1.00 out of
1.00

_____ provides the ability to sum, count, average, and perform other simple arithmetic operation on groups of data.

Select one:

- ☐ a. Online data processing (OLDP)
- ☐ b. Online database processing (OLDP)
- ☐ c. Online record processing (OLRP)
- ☒ d. Online analytic processing (OLAP) ✓
- ☐ e. Online transaction processing (OLTP)

Question 20

Correct

Mark 1.00 out of
1.00

Sometimes, large organizations break out _____ from their data warehouses so they can be used for a specific functional area of the organization like marketing or finance.

Select one:

- ☐ a. Web services
- ☒ b. data marts ✓
- ☐ c. database servers
- ☐ d. special groupings
- ☐ e. OLAP applications

Question 21

Correct

Mark 1.00 out of
1.00

_____ systems are the backbone of all functional, cross-functional, and inter-organizational systems in an organization.

Select one:

- ☒ a. OLTP ✓
- ☐ b. LDAP
- ☐ c. Real time
- ☐ d. OLAP
- ☐ e. Batch processing

Question 22

Correct

Mark 1.00 out of
1.00

_____ systems integrate data from a variety of sources, process that data, and produce and deliver formatted reports to users.

Select one:

- ☐ a. XML
- ☐ b. Web service
- ☐ c. RFP
- ☐ d. Data-mining
- ☒ e. Reporting ✓

Question 23

Correct

Mark 1.00 out of
1.00

Systems that focus on making data collected in OLTP useful for allowing multiple decision makers to collaborate are often referred to as

Select one:

- ☐ a. Knowledge Management Systems.
- ☐ b. Executive Information Systems.
- ☒ c. Decision Support Systems. ✓
- ☐ d. Expert Systems.
- ☐ e. Data Mining Systems.

Question 24

Correct

Mark 1.00 out of
1.00

The hyper abundance of information is sometimes called

Select one:

- ☐ a. data abundance.
- ☐ b. the Ackoff principle.
- ☐ c. Moore's Law.
- ☐ d. dirty data.
- ☒ e. information overload. ✓

Question 25

Correct

Mark 1.00 out of
1.00

The purpose of (a) _____ is to extract and clean data from operational systems and other sources.

Select one:

- ☐ a. cluster analysis
- ☐ b. data mining
- ☒ c. data warehouse ✓
- ☐ d. regression analysis
- ☐ e. data mart

Question 26

Correct

Mark 1.00 out of
1.00

To realize a competitive advantage from data an organization must

Select one:

- ☐ a. analyze the data.
- ☒ b. use the data to make better decisions. ✓
- ☐ c. view data as an asset.
- ☐ d. view data as a liability.
- ☐ e. collect the data.

Question 27

Correct

Mark 1.00 out of
1.00

Which of the following is an assumption about information systems that Ackoff disputed?

Select one:

- ☐ a. Computer speed doubles every 18 months.
- ☐ b. There is too much information.
- ☐ c. Managers suffer from a lack of training.
- ☒ d. Managers are aware of the data they need. ✓
- ☐ e. There is too much uncertainty in making any decisions.

Question 28

Correct

Mark 1.00 out of
1.00

Which of the following is an assumption about information systems that Ackoff disputed?

Select one:

- ☐ a. Managers that make decisions do not get irrelevant data.
- ☐ b. There is too much uncertainty in making any decision.
- ☐ c. Computer speed doubles every 18 months.
- ☒ d. Managers have no problem making decisions if they get the data they need. ✓
- ☐ e. There is too much information.

Question 29

Correct

Mark 1.00 out of
1.00

Which of the following is a synonym for data-mining?

Select one:

- ☐ a. Cluster analysis
- ☐ b. Data parsing
- ☒ c. Knowledge discovery in databases ✓
- ☐ d. Data mart
- ☐ e. Data discovery

Question 30

Correct

Mark 1.00 out of
1.00

Your local burger joint wants to reap the benefits of improved decision making by using its sales data.

In order to do this, it must

Select one:

- ☐ a. use reporting systems as part of its complete information systems.
- ☒ b. incorporate data-mining products as part of its complete information systems. ✓
- ☐ c. adopt knowledge management systems into its existing information system.
- ☐ d. adopt an expert system into its existing information system.
- ☐ e. follow best practices and adopt an ERP.