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| 1. A BI reporting system does **not** \_\_\_\_\_\_\_\_ . |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | create meaningful information | | [**B.**](javascript:%20void%200;) | deliver information to users on a timely basis | | [**C.**](javascript:%20void%200;) | use statistical procedures to predict future events | | [**D.**](javascript:%20void%200;) | use disparate data sources |   **Answer:**   **C** |

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| 2. | Which of the following are **not** done by Business Intelligence (BI) systems? |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Analyze past and current activities only | | [**B.**](javascript:%20void%200;) | Process and record transactions only | | [**C.**](javascript:%20void%200;) | Both of the above are correct. | | [**D.**](javascript:%20void%200;) | Neither of the above is correct. |   **Answer:**   **B** |

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| 3. | Business Intelligence (BI) systems do **not** obtain their data by which of the following means? |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Read and process data from an operational database | | [**B.**](javascript:%20void%200;) | Process transactions | | [**C.**](javascript:%20void%200;) | Process extracts from operational databases | | [**D.**](javascript:%20void%200;) | Process data purchased from data vendors |   **Answer:**   **B** |

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| 4. | The "curse of dimensionality" relates to which problem of using operational data for BI reporting? |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Dirty data | | [**B.**](javascript:%20void%200;) | Inconsistent data | | [**C.**](javascript:%20void%200;) | Too much data | | [**D.**](javascript:%20void%200;) | Non-integrated data |   **Answer:**   **C** |

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| 5. | A report generated by a reporting system is delivered to the appropriate users via a user-accessed Web site. This system uses which of the following report modes? |
| |  |  |  |  | | --- | --- | --- | --- | | [**A.**](javascript:%20void%200;) | Push | [**B.**](javascript:%20void%200;) | Pull | | [**C.**](javascript:%20void%200;) | RFM | [**D.**](javascript:%20void%200;) | OLAP |   **Answer:**   **B** |

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| RFM analysis uses customers' purchasing patterns to \_\_\_\_\_\_\_\_ . |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | record transactions | | [**B.**](javascript:%20void%200;) | analyze and rank customers | | [**C.**](javascript:%20void%200;) | predict future sales using regression techniques | | [**D.**](javascript:%20void%200;) | perform OLAP |   **Answer:**   **B** |

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| 7. | The "F" in RFM analysis stands for \_\_\_\_\_\_\_\_ . |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | frequently | | [**B.**](javascript:%20void%200;) | freshness | | [**C.**](javascript:%20void%200;) | fast food | | [**D.**](javascript:%20void%200;) | fantasy |   **Answer:**   **A** |

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| 8. | We have Market Basket data for 1,000 rental transactions at a Video Store. There are for videos for rent -- Video A, Video B, Video C and Video D. The probability that both Video C and Video D are rented at the same time is known as \_\_\_\_\_\_\_\_ . |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | the basic probability | | [**B.**](javascript:%20void%200;) | support | | [**C.**](javascript:%20void%200;) | lift | | [**D.**](javascript:%20void%200;) | confidence |   **Answer:**   **B** |

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| 9. | Business Intelligence (BI) reporting systems **cannot**do which of the following operations? |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Filter data | | [**B.**](javascript:%20void%200;) | Group data | | [**C.**](javascript:%20void%200;) | Modify data | | [**D.**](javascript:%20void%200;) | Both filter and group data |   **Answer:**   **C** |

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| 10. | Which of the following is **not**a component of a data warehouse? |
| |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Data extraction/cleaning/preparation programs | | [**B.**](javascript:%20void%200;) | Data warehouse data | | [**C.**](javascript:%20void%200;) | Data metadata | | [**D.**](javascript:%20void%200;) | None of the above are data warehouse components. |   **Answer:**   **C**   |  |  | | --- | --- | | 11. | Business Intelligence (BI) reporting analyses can be performed using \_\_\_\_\_\_\_\_ . | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | standard SQL only | | [**B.**](javascript:%20void%200;) | extensions to SQL only | | [**C.**](javascript:%20void%200;) | OLAP only | | [**D.**](javascript:%20void%200;) | both standard SQL and extensions to SQL |   **Answer:**   **A** |  |  |  | | --- | --- | | 12. | We have been given access to the company's operational data, and have been asked to produce a report. We discover that some of the data we need are in an SQL server database while other needed data are in a separate Oracle database. This is an example of \_\_\_\_\_\_\_\_ . | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | dirty data | | [**B.**](javascript:%20void%200;) | inconsistent data | | [**C.**](javascript:%20void%200;) | non-integrated data | | [**D.**](javascript:%20void%200;) | a "wrong format" problem |   **Answer:**   **C** |  |  |  | | --- | --- | | 13. | The reports generated by a reporting system are usually **not**delivered in which of the following media? | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Web portal | | [**B.**](javascript:%20void%200;) | Commercial courier service | | [**C.**](javascript:%20void%200;) | Digital dashboard | | [**D.**](javascript:%20void%200;) | E-Mail |   **Answer:**   **B** | | 14. | Data mining applications are used accomplish which of the following tasks? | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Process transactions only | | [**B.**](javascript:%20void%200;) | Do RFM analysis only | | [**C.**](javascript:%20void%200;) | Do what-if analysis only | | [**D.**](javascript:%20void%200;) | Do both RFM and what-if analysis |   **Answer:**   **C** |  |  |  | | --- | --- | | 15. | Which of the following is an unsupervised data mining technique? | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Cluster analysis only | | [**B.**](javascript:%20void%200;) | Regression Analysis only | | [**C.**](javascript:%20void%200;) | RFM Analysis only | | [**D.**](javascript:%20void%200;) | Both Regression Analysis and RFM Analysis |   **Answer:**   **A**   |  |  | | --- | --- | | 16. | In OLAP, we are interested in \_\_\_\_\_\_\_\_ . | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | levels only | | [**B.**](javascript:%20void%200;) | dimensions only | | [**C.**](javascript:%20void%200;) | measures only | | [**D.**](javascript:%20void%200;) | measures and dimensions |   **Answer:**   **D** |  |  |  | | --- | --- | | 17. | Which of the following is **not**a reason that operational data are difficult to read? | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Non-duplicated data | | [**B.**](javascript:%20void%200;) | Dirty data | | [**C.**](javascript:%20void%200;) | Missing values | | [**D.**](javascript:%20void%200;) | Non-integrated data |   **Answer:**   **A** |  |  |  | | --- | --- | | 18. | We have Market Basket data for 1,000 rental transactions at a Video Store. There are four videos for rent -- Video A, Video B, Video C and Video D. The probability that Video D will be rented given that Video C has been rented is known as \_\_\_\_\_\_\_\_ . | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | the basic probability | | [**B.**](javascript:%20void%200;) | support | | [**C.**](javascript:%20void%200;) | lift | | [**D.**](javascript:%20void%200;) | confidence |   **Answer:**  **D** |  |  |  | | --- | --- | | 19. | One popular classification technique in Business Intelligence (BI) reporting is \_\_\_\_\_\_\_\_ . | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | cluster analysis only | | [**B.**](javascript:%20void%200;) | regression analysis only | | [**C.**](javascript:%20void%200;) | RFM analysis only | | [**D.**](javascript:%20void%200;) | both cluster analysis and regression analysis |   **Answer:**   **C** |  |  |  | | --- | --- | | 20. | We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary \_\_\_\_\_\_\_\_ . | | |  |  | | --- | --- | | [**A.**](javascript:%20void%200;) | Has ordered recently, orders frequently, and places a large order when she orders. | | [**B.**](javascript:%20void%200;) | Hasn't ordered recently, orders infrequently, but places a large order when she orders. | | [**C.**](javascript:%20void%200;) | Has ordered recently, orders frequently, but doesn't place a large order when she orders | | [**D.**](javascript:%20void%200;) | Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders. |   **Answer:**   **C** |   21. This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information. **A**. customer managed relationship **B**. data mining **C**. permission marketing D. one-to-one marketing E. batch processing  **Answer** **C**  22. In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences. a. Web services b. customer-facing c. client/server d. customer valuation e. personalization  **Answer E**  23. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost. a. clickstream analysis b. database marketing c. customer relationship management d. CRM analytics e. B2C  **Answer D**  24. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. a. best practice b. data mart c. business information warehouse d. business intelligence e. business warehouse  **Answer** **D**  25. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases. a. database marketing b. marketing encyclopedia c. application integration d. service oriented integration e. business technology management  **Answer** A  26. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP). a. spend management b. supplier relationship management c. hosted CRM d. Customer Information Control System e. online transaction processing  **Answer** **C**  27. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data. a. BizTalk b. BPML c. e-biz d. ebXML e. ECB  **Answer B**  28. This is a central point in an enterprise from which all customer contacts are managed. a. contact center b. help system c. multichannel marketing d. call center e. help desk  **Answer A**  29. This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on. a. customer service chat b. customer managed relationship c. customer life cycle d. customer segmentation e. change management  **Answer D**  30. In data mining, this is a technique used to predict future behavior and anticipate the consequences of change. a. predictive technology b. disaster recovery c. phase change d. Digital Silhouettes e. predictive modeling  **Answer E** | |