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1.

Corporate-level managers use _____ to summarize sales by region, current inventory levels, and other company-wide metrics all in a single screen.

- ☐ a. crosstabulation
- ☒ b. data dashboards
- ☐ c. tables
- ☐ d. simulations

2.

A forecast that helps direct police officers to areas where crimes are likely to occur based on past data is an example of _____.

- ☐ a. decision analysis
- ☐ b. prescriptive analytics
- ☐ c. descriptive analytics
- ☒ d. predictive analytics

3.

Data dashboards are a type of _____ analytics.

- ☒ a. descriptive
- ☐ b. prescriptive
- ☐ c. predictive
- ☐ d. decision

4.

Which of the following is not an approach to making decisions?

- ☐ a. Rules of thumb
- ☐ b. Intuition
- ☒ c. Guess and check
- ☐ d. Tradition

5.

In the spectrum of business analytics, which is the most complex?

- ☐ a. Predictive
- ☐ b. Operational
- ☐ c. Descriptive
- ☒ d. Prescriptive

6.

A better understanding of consumer behavior through analytics directly leads to _____.

- ☒ a. better pricing strategies
- ☐ b. reduced advertising costs
- ☐ c. reduced risk
- ☐ d. more profits

7.

_____ refers to the technology that allows data, collected from sensors in all types of machines, to be sent over the Internet to repositories where it can be stored and analyzed.

- ☐ a. MapReduce
- ☐ b. Advanced analytics
- ☐ c. Hadoop
- ☒ d. Internet of Things (IoT)

8.

The decisions concerning an organization's goals and future plans are called _____.

- ☐ a. tactical decisions
- ☒ b. strategic decisions
- ☐ c. financial decisions
- ☐ d. operational decisions

9.

_____ is an open-source programming environment that supports big data processing through distributed storage and distributed processing on clusters of computers.

- ☐ a. Java
- ☐ b. Excel
- ☐ c. MapReduce
- ☒ d. Hadoop

10.

Which of the following best exemplifies big data?

- ☒ a. Cellphone owners around the world generate vast amounts of data by calling, texting, tweeting, and browsing the Web on a daily basis.
- ☐ b. A pharmacy keeps track of customer purchases to send its customers coupons.
- ☐ c. Five hundred Facebook users upload one thousand pictures per day.
- ☐ d. A local grocery store collects data from those that scan their loyalty card.

11.

_____ are used in the pharmaceutical industry to assess the risk of introducing a new drug.

- ☐ a. Charts
- ☒ b. Simulations
- ☐ c. Data dashboards
- ☐ d. Spreadsheet models

12.

Data-driven decision making tends to decrease a firm's _____.

- ☐ a. productivity
- ☐ b. market value
- ☒ c. risk
- ☐ d. profit

13.

The U.S. Internal Revenue Service uses _____ to identify patterns that distinguish questionable annual personal income tax filings.

- ☐ a. utility theory
- ☐ b. prescriptive analytics
- ☐ c. decision analysis
- ☒ d. data mining

14.

A retail store owner offers a discount on product A and predicts that the customers would purchase products B and C in addition to product A. Identify the technique used to make such a prediction.

- ☐ a. Simulation
- ☒ b. Data mining
- ☐ c. Data query
- ☐ d. Data dashboards

15.

The extraction of information on the number of shipments, how much was included in each shipment, the date each shipment was sent, and so on from the manufacturing plant's database exemplifies _____.

- ☒ a. data queries
- ☐ b. data mining
- ☐ c. data dashboards
- ☐ d. spreadsheet models

16.

When a decision maker is faced with several alternatives and an uncertain set of future events, s/he uses _____ to develop an optimal strategy.

- ☐ a. data mining
- ☐ b. predictive analytics
- ☒ c. decision analysis
- ☐ d. utility theory

17.

Utility theory is the study of the _____ or relative desirability of a particular outcome that reflects the decision maker's attitude toward a collection of factors, such as profit, loss, and risk.

- ☐ a. feasibility
- ☒ b. total worth
- ☐ c. total cost
- ☐ d. financial wellness

18.

_____ refers to a programming model used within Hadoop that performs the two major steps for which it is named: the map step and the reduce step.

- ☐ a. Internet of Things (IoT)
- ☐ b. Advanced analytics
- ☐ c. Optimization model
- ☒ d. MapReduce

19.

_____ analytics are techniques that use models, constructed from past data, to predict the future or to ascertain the impact of one variable on another.

- ☐ a. Prescriptive
- ☐ b. Simulation
- ☐ c. Descriptive
- ☒ d. Predictive

20.

Advanced analytics generally refers to _____.

- ☐ a. descriptive and prescriptive analytics
- ☐ b. decision analysis
- ☒ c. predictive and prescriptive analytics
- ☐ d. simulation

21.

Which one of the following is used in predictive analytics?

- ☒ a. Linear regression
- ☐ b. Data dashboard
- ☐ c. Data visualization
- ☐ d. Optimization model

22.

Tactical decisions are concerned with _____.

- ☐ a. the goals and plans of the organization
- ☐ b. the day-to-day activities of the organization
- ☐ c. how the organization should achieve the goals and objectives set by its strategy
- ☒ d. the domain of operations managers, who are close to the customer

23.

_____ is the most critical step of the decision-making process.

- ☒ a. Identifying and defining the problem
- ☐ b. Choosing an alternative
- ☐ c. Determining the set of alternatives
- ☐ d. Evaluating the alternatives

24.

In order to manage an organization's human resource activities, such as hiring employees, tracking, and influencing employee retention, HR personnel use _____.

- ☐ a. predictive analytics
- ☐ b. predictive and prescriptive analytics
- ☐ c. descriptive and prescriptive analytics
- ☒ d. descriptive and predictive analytics

25.

Which of the following sources of big data is not publicly available?

- ☐ a. Medical records
- ☐ b. Twitter
- ☒ c. Weather data
- ☐ d. Sports records

26.

Optimization models can be used to ____.

- ☐ a. assess the risk of investment portfolios
- ☐ b. forecast future financial performance
- ☐ c. successfully manage commercial real estate risk
- ☒ d. decide on how to invest cash received from insurance policies

27.

Picks and Axes Inc. is an Internet-based retail seller of hiking boots and mountaineering gear. The company decides to open retail stores across the major areas of the city to help complement its Internet-based strategy. This activity would be categorized as a(n) ____.

- ☒ a. strategic decision
- ☐ b. financial decision
- ☐ c. tactical decision
- ☐ d. operational decision

28.

A light bulb manufacturer uses descriptive analytics ____.

- ☐ a. to schedule staff and vehicle for delivery
- ☐ b. to plan capacity utilization by incorporating the inherent uncertainty in commodities pricing
- ☐ c. to achieve efficiency in delivery of goods
- ☒ d. to present supply chain to managers visually

29.

Simulation optimization helps ____.

- ☐ a. in identifying the constraints of the situation
- ☒ b. to find good decisions in highly complex and highly uncertain settings
- ☐ c. in assigning values to outcomes
- ☐ d. to model certainty using optimization techniques

30.

Which of the following analytical techniques helps us arrive at the best decision?

- ☒ a. Prescriptive analytics
- ☐ b. Predictive analytics
- ☐ c. Descriptive analytics
- ☐ d. Data mining

31.

_____ analytics use techniques that take input data and yield a best course of action.

- ☐ a. Strategic
- ☒ b. Prescriptive
- ☐ c. Operational
- ☐ d. Simulation

32.

In the financial sector, _____ are used to construct financial instruments such as derivatives.

- ☒ a. predictive models
- ☐ b. descriptive models
- ☐ c. prescriptive models
- ☐ d. descriptive and prescriptive models

33.

A _____ decision involves higher-level issues and is concerned with the overall direction of the organization, defining the overarching goals and aspirations for the organization's future.

- ☐ a. intuitive
- ☐ b. operational
- ☒ c. strategic
- ☐ d. tactical

34.

_____ assigns values to outcomes based on the decision maker's attitude toward risk, loss, and other factors.

- ☒ a. Utility theory
- ☐ b. Simulation optimization
- ☐ c. Optimization model
- ☐ d. Data dashboard

35.

A _____ decision is concerned with how the organization should achieve the goals and objectives set by its strategy.

- ☐ a. intuitive
- ☐ b. operational
- ☐ c. strategic
- ☒ d. tactical

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