**HFB.CO1.LM06**

**Formative assessment for oral and written communications**

1. The growth of data is important since it provides managers and other decision makers with valuable insight on its own.
   1. True (Top 5 Business Benefits of Using Data Visualization)
   2. False
2. Data mining grew out of the need
   1. To limit the amount of data in the organization (Data Mining)
   2. To reduce data coming into the organization (Data Mining)
   3. To save management time (Data Mining)
   4. To make more effective use of information
3. Data refers to refined information ready for use in decision making.
   1. True (Data Mining)
   2. False
4. Data mining is used by retail merchants such as Amazon and Walmart to
   1. Make sure you have an account (Data Mining)
   2. Make sure you are a real person (Data Mining)
   3. Record your purchase history in order to make suggestions about future purchases
   4. All of the above (Data Mining)
5. Computers are better than humans at seeing “The Big Picture”.
   1. True (Data Mining)
   2. False
6. One of the biggest issues in data mining is
   1. Cost (Data Mining)
   2. Relevancy (Data Mining)
   3. Privacy
   4. Hacking (Data Mining)

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**Summative assessment**

Research current trends in the food and beverage industry from charts in business periodicals. Copy two charts and interpret their meaning and significance in a paper, one page per chart.