

**IBM M2090-639**



**IBM Big Data Sales Mastery Test v1**

**Version: 4.2**

**QUESTION NO: 1**

Use cases of analytics of data in motion refers to:

- A. Smart Grid Management
- B. Real-time promotions
- C. Cyber Security
- D. ICU Monitoring
- E. IT log analysis
- F. All of the above
- G. None of the above

**Answer: B**

**Explanation:**

**QUESTION NO: 2**

With a Big Data platform an organization can

- A. Discover and experiment
- B. Analyze information in motion
- C. Analyze extreme volumes of information
- D. Manage and plan
- E. All of the above

**Answer: E**

Reference: [https://www-950.ibm.com/events/wwc/ca/canada.nsf/vLookupPDFs/iigf\\_-\\_quebec\\_-\\_big\\_data\\_deeper\\_dive\\_english/\\$file/IIGF%20-%20Quebec%20-%20Big%20Data%20Deeper%20Dive%20English.pdf](https://www-950.ibm.com/events/wwc/ca/canada.nsf/vLookupPDFs/iigf_-_quebec_-_big_data_deeper_dive_english/$file/IIGF%20-%20Quebec%20-%20Big%20Data%20Deeper%20Dive%20English.pdf) (7th slide)

**QUESTION NO: 3**

Top Industry Big Data use cases include:

- A. Telcom
- B. Healthcare
- C. Finance
- D. Government
- E. Retail
- F. Utilities

**G.** All of the above

**Answer: A,B,C,D**

Reference: <http://www.jaspersoft.com/press/jaspersoft-big-data-survey-highlights-global-adoption-trends-and-use-cases>

#### **QUESTION NO: 4**

Hadoop is designed to scale up from a single server to thousands of machines, but with:

- A.** A very low degree of fault tolerance
- B.** A very high degree of fault tolerance
- C.** No Fault tolerance
- D.** All of the above
- E.** None of the above

**Answer: B**

Reference: [https://www.ibm.com/developerworks/mydeveloperworks/blogs/ibm-big-data/entry/hadoop:\\_the\\_big\\_answer\\_to\\_big\\_data!?lang=en](https://www.ibm.com/developerworks/mydeveloperworks/blogs/ibm-big-data/entry/hadoop:_the_big_answer_to_big_data!?lang=en) (second paragraph)

#### **QUESTION NO: 5**

Infosphere BigInsights enables a computing solution that is:

- A.** Scalable - New nodes can be added as needed, and added without needing to change data formats.
- B.** Cost effective - Hadoop brings massively parallel computing to commodity servers. The result is a sizable decrease in the cost per terabyte of storage.
- C.** Flexible -Hadoop is schema-less, and can absorb any type of data, structured or not, and from any number of sources.
- D.** Fault tolerant - When a node is lost, the system redirects work to another location of the data and continues processing.
- E.** All of the above

**Answer: E**

**Explanation:**

**QUESTION NO: 6**

Infosphere Streams does not feature:

- A. Un-clustered runtime for low latency streaming applications
- B. Mining toolkit to score data models in real time
- C. Analysis of both structured and unstructured data
- D. High availability

**Answer: A**

**Explanation:**

**QUESTION NO: 7**

IBM Big Data platform allows an organization to bring together any data source, at any velocity, to generate insight.

- A. True
- B. False

**Answer: A**

Reference: <http://www.slideshare.net/MauricioSWG/robert-leblanc-why-big-data-why-now> (slide 10)

**QUESTION NO: 8**

The analytic capabilities that come built-in with the Big Data platform include:

- A. Geospatial
- B. Mathematical
- C. Predictive
- D. Data Mining
- E. Statistical
- F. All of the above

**Answer: F**

Reference: [https://www-950.ibm.com/events/wwe/grp/grp004.nsf/vLookupPDFs/Bruce%20Brown%20-%20BigInsights-1-16-12-external/\\$file/Bruce%20Brown%20-%20BigInsights-1-16-12-external.pdf](https://www-950.ibm.com/events/wwe/grp/grp004.nsf/vLookupPDFs/Bruce%20Brown%20-%20BigInsights-1-16-12-external/$file/Bruce%20Brown%20-%20BigInsights-1-16-12-external.pdf) (slide 28)

**QUESTION NO: 9**

With a Big Data platform an organization can

- A. Discover and experiment
- B. Analyze information in motion
- C. Analyze extreme volumes of information
- D. Manage and plan
- E. All of the above

**Answer: C**

Reference: <http://www-01.ibm.com/software/data/bigdata/>

**QUESTION NO: 10**

What is NOT an open source component of BigInsights?

- A. HBase
- B. Pig
- C. Hippo
- D. Zoo Keeper
- E. Jaql

**Answer: C**

Reference:

<http://publib.boulder.ibm.com/infocenter/bigins/v1r1/index.jsp?topic=%2Fcom.ibm.swg.im.infosphe.re.biginsights.doc%2Fdoc%2Fc0057841.html>

**QUESTION NO: 11**

BigInsights usability features include:

- A. Development studio
- B. Admin console
- C. HDFS Explorer
- D. Java, Hive, Pig, Jaql

- E. All of the above
- F. None of the above

**Answer: E**

**Explanation:**

**QUESTION NO: 12**

Applications for Big Data are:

- A. Finite
- B. Infinite
- C. Variable
- D. Invariable
- E. All of the above

**Answer: B**

Reference: <http://blog.infochimps.com/2012/06/22/big-data-for-big-weather-predictions/> (First paragraph)

**QUESTION NO: 13**

Unique features in InfoSphere Streams include:

- A. Complex analytics for structured and unstructured data
- B. Clustered runtime for high performance, low latency streaming applications
- C. Support for Java Virtual Machines
- D. Enterprise Scale
- E. All of the above

**Answer: C**

Reference: <http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS211-125> (Overview, second paragraph)

**QUESTION NO: 14**

BigSheets is used for:

- A. Data authentication
- B. King Size Beds
- C. Data discovery
- D. To cover Hive, PIG and JAQL
- E. A and D

**Answer: C**

Reference:

<http://publib.boulder.ibm.com/infocenter/bigins/v1r2/index.jsp?topic=%2Fcom.ibm.swg.im.infosphe.re.biginsights.doc%2Fdoc%2Fwhatsnew.html> (first paragraph)

#### QUESTION NO: 15

The Enterprise Class characteristics of Infosphere Streams provide:

- A. Improved monitoring capabilities
- B. Deployment flexibility
- C. Enhanced availability
- D. Simplified administration.
- E. All of the above
- F. None of the above

**Answer: E**

Reference: [http://www-01.ibm.com/common/ssi/cgi-](http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS211-125)

[bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS211-125](http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=ca&infotype=an&appname=iSource&supplier=897&letternum=ENUS211-125)  
(Overview, Second paragraph)

#### QUESTION NO: 16

IBM Big Data Platform Interoperates with:

- A. DB2
- B. Cognos
- C. SPSS
- D. InfoSphere Optim
- E. All of the above

**Answer: A**

**Explanation:**

**QUESTION NO: 17**

V3 in Big Data terminology stands for:

- A. Variety, Velocity, and Variance.
- B. Variety, Volume, and Value
- C. Variance, Volume and Verve
- D. Variety, Volume and Velocity

**Answer: D**

Reference: <http://nosql.mypopescu.com/post/6361838342/bigdata-volume-velocity-variability-variety>

**QUESTION NO: 18**

Infosphere Streams runtime optimizations deliver:

- A. Significant performance improvements.
- B. Reasonable performance improvements
- C. Little performance improvements
- D. No performance improvements

**Answer: A**

**Explanation:**

**QUESTION NO: 19**

Using Real-time video surveillance in a Law Enforcement, DOD or Cyber Security application would be best achieved by using Infosphere BigInsights.

- A. True
- B. False

**Answer: A**



**Explanation:**

**QUESTION NO: 20**

An Insurance company investigating how to leverage Big Data uncovered what opportunities?

- A. Competitive intelligence
- B. Optimize internal operations
- C. Predictive analytics
- D. Voice of the customer
- E. Layered search capability
- F. All of the above

**Answer: C**

**Explanation:**

**QUESTION NO: 21**

The IBM Big Data Platform Delivers:

- A. Platform for V3
- B. Analytics for V3
- C. Ease of use for developers/ users
- D. Extensive integration with other enterprise systems
- E. All of the above

**Answer: D**

Reference: <http://www.intel.com/content/dam/www/public/us/en/documents/white-papers/ibm-vendor-spotlight.pdf> (page 1, The four components of IBM Big data)

**QUESTION NO: 22**

Which is NOT a Big Data use case example?

- A. RFID tracking and analytics
- B. Call detail record analysis
- C. 180 degrees view of the customer

- D. Cyber Security
- E. Risk Modeling and Management
- F. All of the above

**Answer: C,D**

Reference: [https://www-](https://www-950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Steve%20Stennet's%20Presentation/$file/Steve%20Stennet's%20Presentation.pdf)

[950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Steve%20Stennet's%20Presentation/\\$file/Steve%20Stennet's%20Presentation.pdf](https://www-950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Steve%20Stennet's%20Presentation/$file/Steve%20Stennet's%20Presentation.pdf) (slide 2)

#### QUESTION NO: 23

Big Data use cases include:

- A. Pre-processing
- B. Combined structured and unstructured analysis
- C. Combined high velocity and historical analysis
- D. Reuse of structured data for exploratory analysis
- E. All of the above

**Answer: A**

Reference: [https://www-](https://www-950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Steve%20Stennet's%20Presentation/$file/Steve%20Stennet's%20Presentation.pdf)

[950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Steve%20Stennet's%20Presentation/\\$file/Steve%20Stennet's%20Presentation.pdf](https://www-950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Steve%20Stennet's%20Presentation/$file/Steve%20Stennet's%20Presentation.pdf) (slide 20, see the image)

#### QUESTION NO: 24

The Big Data Smart Grid/ Smarter Utilities functionality is part of the larger Smarter Planet initiative.

- A. True
- B. False

**Answer: B**

**Explanation:**

#### QUESTION NO: 25

A Telephony industry use case for Streams might be:

- A. CDR processing
- B. Social analysis
- C. Customer Churn prediction
- D. Geomapping
- E. All of the above
- F. None of the above

**Answer: A**

**Explanation:**

#### **QUESTION NO: 26**

InfoSphere Streams is capable of integrating with:

- A. Netezza
- B. Microsoft SQL Server
- C. MySQL
- D. Informix
- E. Oracle databases
- F. All of the above

**Answer: A,B,C**

Reference: <http://www-01.ibm.com/software/data/infosphere/streams/features.html> (6th bulleted point on the page)

#### **QUESTION NO: 27**

The Big Data Opportunity is extracting insight from structured and unstructured data, in context, beyond what was previously possible.

- A. True
- B. False

**Answer: B**

Reference: [http://www.kccconference.kr/2011/down/2012/3\\_Kevin\\_Foster.pdf](http://www.kccconference.kr/2011/down/2012/3_Kevin_Foster.pdf) (slide 3)

**QUESTION NO: 28**

The analytic capabilities that come built-in with the Big Data platform include:

- A. Text
- B. Image and Video
- C. Acoustic
- D. Financial
- E. Times Series
- F. All of the above

**Answer: F**

Reference: [https://www-](https://www-950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Bruce%20Brown%20-%20BigInsights-1-16-12-external/$file/Bruce%20Brown%20-%20BigInsights-1-16-12-external.pdf)

[950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Bruce%20Brown%20-%20BigInsights-1-16-12-external/\\$file/Bruce%20Brown%20-%20BigInsights-1-16-12-external.pdf](https://www-950.ibm.com/events/www/grp/grp004.nsf/vLookupPDFs/Bruce%20Brown%20-%20BigInsights-1-16-12-external/$file/Bruce%20Brown%20-%20BigInsights-1-16-12-external.pdf) (slide 28)

**QUESTION NO: 29**

LDAP authentication comes with the BigInsights basic edition.

- A. True
- B. False

**Answer: B**

Reference:

[http://publib.boulder.ibm.com/infocenter/bigins/v1r3/index.jsp?topic=%2Fcom.ibm.svg.im.infosphere.biginsights.doc%2Fdoc%2Fbiginsights\\_basic\\_enterprise.html](http://publib.boulder.ibm.com/infocenter/bigins/v1r3/index.jsp?topic=%2Fcom.ibm.svg.im.infosphere.biginsights.doc%2Fdoc%2Fbiginsights_basic_enterprise.html)

**QUESTION NO: 30**

Data in a Hadoop cluster is broken down into smaller pieces (called blocks) and distributed throughout the cluster. In this way, the map and reduce functions can be executed on smaller subsets of your larger data sets, and this provides the scalability that is needed for big data processing.

The system that allows this is:

- A. Hive
- B. SAN
- C. NAS
- D. HDFS
- E. Jaql
- F. All of the above

**Answer: D**

Reference: <http://www-01.ibm.com/software/data/infosphere/hadoop/hdfs/> (first paragraph)

### QUESTION NO: 31

HDFS stands for:

- A. Handy Device For Servers
- B. Hadoop Distributed Filter System
- C. Hadoop Distributed File system
- D. Hadoop Diluted File System
- E. None of the above

**Answer: C**

Reference: <http://www-01.ibm.com/software/data/infosphere/hadoop/hdfs/> (first paragraph)

### QUESTION NO: 32

A Big Data platform does not allow you to enforce data structure, integrity and control to ensure consistency for repeatable queries.

- A. True
- B. False

**Answer: B**

Reference: [https://www-950.ibm.com/events/wwc/ca/canada.nsf/vLookupPDFs/iigf\\_-\\_quebec\\_-\\_big\\_data\\_deeper\\_dive\\_english/\\$file/IIGF%20-%20Quebec%20-%20Big%20Data%20Deeper%20Dive%20English.pdf](https://www-950.ibm.com/events/wwc/ca/canada.nsf/vLookupPDFs/iigf_-_quebec_-_big_data_deeper_dive_english/$file/IIGF%20-%20Quebec%20-%20Big%20Data%20Deeper%20Dive%20English.pdf) (slide 7, manage and plan)

**QUESTION NO: 33**

Hadoop provides for MapReduce technology and large scale indexing for fast response times on large volumes of structured and unstructured data.

- A. True
- B. False

**Answer: A**

**Explanation:**

**QUESTION NO: 34**

There are how many IBM Big Data products:

- A. One
- B. Two
- C. Three
- D. Four
- E. None of the above

**Answer: A**

**Explanation:**

**QUESTION NO: 35**

The Big Data platform interoperates with:

- A. Netezza Data Warehouse products
- B. IBM Informix Timeseries
- C. InfoSphere Information Server
- D. IBM Smart Analytics System
- E. IBM Infosphere Warehouse
- F. All of the above

**Answer: F**

**Explanation:**

**QUESTION NO: 36**

Infosphere BigInsights brings the power of Hadoop to the enterprise by providing:

- A. Built-in analytics
- B. Extensive integration capabilities
- C. Reliability
- D. Security
- E. Support
- F. All of the above

**Answer: F**

Reference: <http://www-01.ibm.com/software/data/infosphere/hadoop/> (Think Hadoop is right for you, second paragraph)

**QUESTION NO: 37**

The term Big Data Variety refers to:

- A. Manage the complexity of multiple relational and non-relational data types and schemas
- B. The ability to analyze and draw conclusions from both structured and unstructured data
- C. Data using large fonts
- D. Both A and B

**Answer: B**

Reference: <http://www-01.ibm.com/software/data/bigdata/> (See variety)

**QUESTION NO: 38**

Using BigInsights, a transportation company can leverage social media input on current weather and traffic conditions to better route trucks for:

- A. Improved logistics
- B. Enhanced Customer Satisfaction
- C. Improve driver's attitude
- D. Improved Fuel Consumption
- E. All of the above
- F. A, B and D

**Answer: F**

**Explanation:**

**QUESTION NO: 39**

Forrester Wave states that, IBM has the deepest Hadoop platform and application portfolio.

**A. True**

**B. False**

**Answer: A**

Reference: <http://thinking.netezza.com/blog/big-recognition-ibm-big-data> (see the sentence after two paragraphs)

**QUESTION NO: 40**

MapReduce is the heart of Hadoop. It is this programming paradigm that allows for massive scalability across hundreds or thousands of servers in a Hadoop cluster.

**A. True**

**B. False**

**Answer: A**

Reference: <http://www-01.ibm.com/software/data/infosphere/hadoop/mapreduce/> (first paragraph)

**QUESTION NO: 41**

Public and Private Sectors across all industries can benefit from the insight Big Data provides.

**A. True**

**B. False**

**Answer: A**

**Explanation:**



**QUESTION NO: 42**

An example of streaming analytics in Healthcare is:

- A. Neonatal ICU monitoring
- B. Epidemic early warning
- C. Remote healthcare monitoring
- D. Water management
- E. A, B and C
- F. All of the above

**Answer: A**

Reference: <http://www.share.org/p/bl/et/blogaid=50> (5th paragraph)

**QUESTION NO: 43**

Infosphere BigInsights is built on what open source component?

- A. Hula
- B. Hadoop
- C. Haddock
- D. Hiccup

**Answer: B**

Reference: <http://www-01.ibm.com/software/data/infosphere/biginsights/> (first paragraph on the page)

**QUESTION NO: 44**

Organizations are using IBM's Big Data platform to analyze a variety of information to be more nimble in adjusting their brand strategy.

- A. True
- B. False

**Answer: A**

**Explanation:**

**QUESTION NO: 45**

Infosphere Streams is the best product to analyze data at rest.

- A. True
- B. False

**Answer: B**

**Explanation:**

**QUESTION NO: 46**

Big Data should remain in a silo repository to maintain its integrity.

- A. True
- B. False

**Answer: B**

**Explanation:**

**QUESTION NO: 47**

Hadoop is an open source software project that enables the distributed processing of large data sets across clusters of commodity servers.

- A. True
- B. False

**Answer: A**

Reference: <http://www-01.ibm.com/software/data/infosphere/hadoop/> (first paragraph)

**QUESTION NO: 48**

What percentage of the world's data is unstructured?

- A. 50%
- B. 60%
- C. 70%
- D. 80%
- E. 90%
- F. None of the above

**Answer: D**

Reference: <http://www.computerweekly.com/blogs/cwdn/2010/10/ibm-80-percent-of-data-is-unstructured-so-what-do-we-do.html> (See the heading)

#### **QUESTION NO: 49**

Infosphere Streams does not allow for the combining of high velocity real-time data with data in a warehouse for historical analysis.

- A. True
- B. False

**Answer: B**

Reference: <ftp://ftp.software.ibm.com/software/data/db2/9/labchats/20120327-slides.pdf> (Slide 31)

#### **QUESTION NO: 50**

A financial services organization can leverage Internet Scale Analytics to:

- A. Determine customer sentiment
- B. To trace money laundering
- C. Improve their risk decisions
- D. None of the above
- E. All of the above

**Answer: B**

**Explanation:**

**QUESTION NO: 51**

Hadoop is a product of:

- A.** Cherokee Consulting
- B.** Shoshone Systems
- C.** Apache Commons
- D.** Chippewa Central
- E.** Cheyenne Elite
- F.** None of the above

**Answer: C**