Quiz - Chapter 7

Due Apr 20 at 11:59pm   **Points** 100   **Questions** 21

Available Apr 13 at 12am - Apr 20 at 11:59pm 8 days   **Time Limit** 60 Minutes

Allowed Attempts 2

This quiz was locked Apr 20 at 11:59pm.

Attempt History

	Attempt	**Time**	**Score**
KEPT	**Attempt 2**	10 minutes	100 out of 100
LATEST	**Attempt 2**	10 minutes	100 out of 100
	Attempt 1	17 minutes	86 out of 100 *

* Some questions not yet graded

Score for this attempt: **100** out of 100
Submitted Apr 20 at 11:45pm
This attempt took 10 minutes.

Question 1	**4 / 4 pts**

In the opening vignette, the Access Telecom (AT), built a system to better visualize customers who were unhappy before they canceled their service.

Correct!

- ⦿ True
- ○ False

Question 2	**4 / 4 pts**

In the Salesforce case study, streaming data is used to identify services that customers use most.

Correct!

- ○ True
- ◉ False

Question 3

4 / 4 pts

Social media mentions can be used to chart and predict flu outbreaks.

Correct!

- ◉ True
- ○ False

Question 4

4 / 4 pts

In most cases, Hadoop is used to replace data warehouses.

- ○ True

Correct!

- ◉ False

Question 5

4 / 4 pts

Big Data uses commodity hardware, which is expensive, specialized hardware that is custom built for a client or application.

○ True

◉ False

Question 6

5 / 5 pts

Using data to understand customers/clients and business operations to sustain and foster growth and profitability is

○ easier with the advent of BI and Big Data.

○ essentially the same now as it has always been.

Correct!

◉ an increasingly challenging task for today's enterprises.

○ now completely automated with no human intervention required.

Question 7

5 / 5 pts

Data flows can be highly inconsistent, with periodic peaks, making data loads hard to manage. What is this feature of Big Data called?
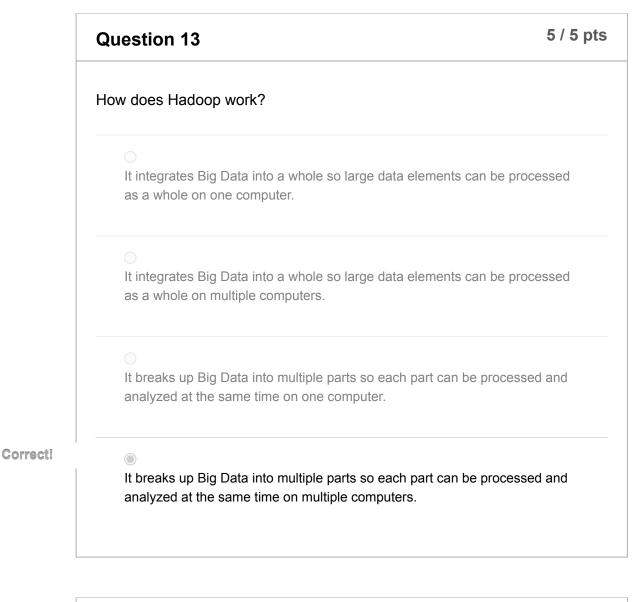
○ volatility

○ periodicity

○ inconsistency

Correct!

◉ variability

Question 8

5 / 5 pts

In a network analysis, what connects nodes?

Correct!

- ◉ edges
- ○ metrics
- ○ paths
- ○ visualizations

Question 9

5 / 5 pts

Under which of the following requirements would it be more appropriate to use Hadoop over a data warehouse?

- ○ ANSI 2003 SQL compliance is required
- ○ online archives alternative to tape

Correct!

- ◉ unrestricted, ungoverned sandbox explorations
- ○ analysis of provisional data

Question 10

5 / 5 pts

What is Big Data's relationship to the cloud?

- ○ Hadoop cannot be deployed effectively in the cloud just yet.

Correct!

- ◉ Amazon and Google have working Hadoop cloud offerings.

IBM's homegrown Hadoop platform is the only option.

Only MapReduce works in the cloud; Hadoop does not.

Question 11

5 / 5 pts

Which Big Data approach promotes efficiency, lower cost, and better performance by processing jobs in a shared, centrally managed pool of IT resources?

in-memory analytics

in-database analytics

Correct!

grid computing

appliances

Question 12

5 / 5 pts

Which of the following sources is likely to produce Big Data the fastest?

order entry clerks

cashiers

Correct!

RFID tags

online customers

Question 13

5 / 5 pts

How does Hadoop work?

○ It integrates Big Data into a whole so large data elements can be processed as a whole on one computer.

○ It integrates Big Data into a whole so large data elements can be processed as a whole on multiple computers.

○ It breaks up Big Data into multiple parts so each part can be processed and analyzed at the same time on one computer.

Correct!

◉ It breaks up Big Data into multiple parts so each part can be processed and analyzed at the same time on multiple computers.

Question 14

5 / 5 pts

Big Data employs _____ processing techniques and nonrelational data storage capabilities in order to process unstructured and semistructured data.

Correct!

> parallel

orrect Answers   parallel

Question 15

5 / 5 pts

_____ of data provides business value; pulling of data from multiple subject areas and numerous applications into one repository is the raison d'être for data warehouses.

Correct!

> integration

orrect Answers

Integration

Question 16　　　　　　　　　　　　　　　　　　　5 / 5 pts

The _____ of Big Data is its potential to contain more useful patterns and interesting anomalies than "small" data.

Correct!

> value proposition

orrect Answers

value proposition

Question 17　　　　　　　　　　　　　　　　　　　5 / 5 pts

The problem of forecasting economic activity or microclimates based on a variety of data beyond the usual retail data is a very recent phenomenon and has led to another buzzword — _____.

Correct!

> alternative data

orrect Answers

alternative data

Question 18　　　　　　　　　　　　　　　　　　　5 / 5 pts

_____ bring together hardware and software in a physical unit that is not only fast but also scalable on an as-needed basis.

appliances

orrect Answers

Appliances

Question 19

5 / 5 pts

As the size and the complexity of analytical systems increase, the need for more _____ analytical systems is also increasing to obtain the best performance.

efficient

orrect Answers

efficient

Question 20

5 / 5 pts

_____ refers to the conformity to facts: accuracy, quality, truthfulness, or trustworthiness of the data.

veracity

orrect Answers

Veracity

Question 21

5 / 5 pts

A job _____ is a node in a Hadoop cluster that initiates and coordinates MapReduce jobs, or the processing of the data.

tracker

tracker

Quiz Score: **100** out of 100