

Quiz - Chapter 1

Due Jan 26 at 11:59pm

Points 100

Questions 21

Available Jan 13 at 8am - Jan 26 at 11:59pm 14 days

Time Limit 60 Minutes

Allowed Attempts 2

This quiz was locked Jan 26 at 11:59pm.

Attempt History

	Attempt	Time	Score
LATEST	Attempt 1	28 minutes	95 out of 100

Score for this attempt: **95** out of 100

Submitted Jan 20 at 12:04pm

This attempt took 28 minutes.

Question 1

4 / 4 pts

Managing data warehouses requires special methods, including parallel computing and/or Hadoop/Spark.

Correct!

☒ True

☐ False

Question 2

4 / 4 pts

Major commercial business intelligence (BI) products and services were well established in the early 1970s.

☐ True

Correct!

☒ False

Question 3

4 / 4 pts

Traditional BI systems use a large volume of static data that has been extracted, cleansed, and loaded into a data warehouse to produce reports and analyses.

Correct!

☒ True

☐ False

Question 4

4 / 4 pts

Business intelligence (BI) is a specific term that describes architectures and tools only.

Correct!

☐ True

☒ False

Question 5

4 / 4 pts

In the 2000s, the DW-driven DSSs began to be called BI systems.

Correct!

☒ True

☐ False

Question 6

5 / 5 pts

In the Opening Vignette on Sports Analytics, what type of modeling was used to predict offensive tactics?

- ☐ heuristics
- ☒ heat maps
- ☐ cascaded decision trees
- ☐ sentiment analysis

Correct!

Question 7

5 / 5 pts

The very design that makes an OLTP system efficient for transaction processing makes it inefficient for

- ☒ end-user ad hoc reports, queries, and analysis.
- ☐ transaction processing systems that constantly update operational databases.
- ☐ the collection of reputable sources of intelligence.
- ☐ transactions such as ATM withdrawals, where we need to reduce a bank balance accordingly.

Correct!

Question 8

5 / 5 pts

How are enterprise resources planning (ERP) systems related to supply chain management (SCM) systems?

- ☐ different terms for the same system
- ☒ complementary systems
- ☐ mutually exclusive systems
- ☐ None of these; these systems never interface

Correct!

Question 9

5 / 5 pts

What type of analytics seeks to determine what is likely to happen in the future?

- ☐ descriptive
- ☐ prescriptive
- ☒ predictive
- ☐ domain

Correct!

Question 10

5 / 5 pts

The need for more versatile reporting than what was available in 1980s era ERP systems led to the development of what type of system?

- ☐ management information systems
- ☐ relational databases

Correct!

- ☒ executive information systems
- ☐ data warehouses

Question 11

5 / 5 pts

What has caused the growth of the demand for instant, on-demand access to dispersed information?

- ☐ the increasing divide between users who focus on the strategic level and those who are more oriented to the tactical level
- ☐ the need to create a database infrastructure that is always online and contains all the information from the OLTP systems

Correct!

- ☒ the more pressing need to close the gap between the operational data and strategic objectives
- ☐ the fact that BI cannot simply be a technical exercise for the information systems department

Question 12

5 / 5 pts

The competitive imperatives for BI include all of the following EXCEPT

- ☐ right information

Correct!

- ☒ right user
- ☐ right time
- ☐ right place

Question 13

5 / 5 pts

Which of the following is NOT an example of transaction processing?

- ☐ ATM withdrawal
- ☐ bank deposit
- ☒ sales report
- ☐ cash register scans

Correct!

Question 14

5 / 5 pts

_____ analytics help managers make decisions to achieve the best performance in the future.

prescriptive

Correct!

Correct Answers

Prescriptive

Question 15

5 / 5 pts

_____ providers focus on providing technology and services aimed toward integrating data from multiple sources.

Correct!

data warehouse

Correct Answers

Data Warehouse

Question 16

5 / 5 pts

Fundamental reasons for investing in BI must be _____ with the company's business strategy.

Correct!

aligned

Correct Answers

aligned

Question 17

5 / 5 pts

Different types of players are identified and described in the analytics

_____.

Correct!

ecosystem

Correct Answers

ecosystem

Question 18

0 / 5 pts

Software monitors referred to as _____ can be placed on a separate server in the network and use event- and process-based approaches to measure and monitor operational processes.

ou Answered

agents

orrect Answers

intelligent agents

Question 19

5 / 5 pts

As the number of potential BI applications increases, the need to justify and prioritize them arises. This is not an easy task due to the large number of _____ benefits.

Correct!

intangible

orrect Answers

intangible

Question 20

5 / 5 pts

The programing algorithm developed by Google to handle Big Data computational challenges is known as _____.

Correct!

MapReduce

orrect Answers

MapReduce

Question 21

5 / 5 pts

_____ is an umbrella term that combines architectures, tools, databases, analytical tools, applications, and methodologies.

Your Answer:

Business Intelligence

Business intelligence (BI)

Quiz Score: **95** out of 100