

[Dashboard](#) / [My courses](#) / [SCSA4003](#) / [General](#)[/ Introduction to Business Analytics Quiz 2020 - 2024 Batch on 14/7/2023 6-7pm](#)**Started on** Friday, 14 July 2023, 6:02 PM**State** Finished**Completed on** Friday, 14 July 2023, 6:08 PM**Time taken** 6 mins 14 secs**Grade** 27.00 out of 30.00 (90%)**Question 1**

Correct

Mark 2.00 out of 2.00

Business intelligence can prove costly for small as well as for medium-sized enterprises

Select one:

- ☒ True ✓
- ☐ False

The correct answer is 'True'.

**Question 2**

Correct

Mark 2.00 out of 2.00

\_\_\_\_\_ involves storage of large amounts of \_\_\_\_\_ to the benefit of different divisions of an organization.

- ☐ a. none
- ☐ b. Texting, Big Data
- ☒ c. Data warehousing, Data ✓
- ☐ d. Analytics, information

Your answer is correct.

The correct answer is:

Data warehousing, Data

**Question 3**

Correct

Mark 1.00 out of 1.00

CPM stands for

- ☐ a. Corporate Parameter Manual
- ☐ b. None
- ☐ c. Casual Parameter Method
- ☐ d. Casual Performance Metric
- ☒ e. Corporate Performance Management



Your answer is correct.

The correct answer is:

Corporate Performance Management

**Question 4**

Correct

Mark 2.00 out of 2.00

\_\_\_\_\_ uses past and current data whereas \_\_\_\_\_ uses past data to extract insights and run the business operations that drive the customer needs and increase productivity.

- ☐ a. none
- ☒ b. Business Intelligence, Business Analytics
- ☐ c. Business Analytics, Business Intelligence
- ☐ d. Business Intelligence, Business Inference



Your answer is correct.

The correct answer is:

Business Intelligence, Business Analytics

**Question 5**

Correct

Mark 1.00 out of 1.00

**Business analytics results in which of these?**

- ☒ a. All of these are correct
- ☐ b. Better Decisions
- ☐ c. Evidence Based Decisions
- ☐ d. Data Driven Decisions



Your answer is correct.

The correct answer is:  
All of these are correct

**Question 6**

Correct

Mark 1.00 out of 1.00

**\_\_\_ are the basic building blocks of qualitative data.**

- ☐ a. None of the mentioned above
- ☐ b. 1. Data chunk
- ☒ c. 1. Categories
- ☐ d. 1. Numeric figures



Your answer is correct.

The correct answer is:  
1. Categories

**Question 7**

Incorrect

Mark 0.00 out of 1.00

**Data Analysis is a process of,**

- ☐ a. 1. Inspecting data
- ☒ b. 1. All of the mentioned above
- ☐ c. 1. Data Cleaning
- ☐ d. 1. Transforming of data



Your answer is incorrect.

1. 1.
- 2.
3. All of the mentioned above

The correct answer is:

1. Transforming of data

**Question 8**

Correct

Mark 2.00 out of 2.00

\_\_\_\_\_ is a concept in which data is analyzed through multiple dimensions with help of structure called \_\_\_\_\_.

- ☒ a. OLAP, Cube
- ☐ b. OLTP, Cube
- ☐ c. OLAP, Dimension
- ☐ d. None



Your answer is correct.

The correct answer is:

OLAP, Cube

**Question 9**

Correct

Mark 3.00 out of 3.00

Three types of Business Analytics are:

- ☐ a. all of the above
- ☒ b. Descriptive, Predictive, Prescriptive
- ☐ c. none of the above
- ☐ d. Definitive, Preparative, productive



Your answer is correct.

The correct answer is:

Descriptive, Predictive, Prescriptive

**Question 10**

Correct

Mark 2.00 out of 2.00

**Metadata and data modeling tools support the creation and documentation of models -**

Select one:

- ☒ True
- ☐ False

The correct answer is 'True'.

**Question 11**

Incorrect

Mark 0.00 out of 2.00

**Data Modeling is the process of analyzing the data objects -**

Select one:

- ☐ True
- ☒ False

The correct answer is 'True'.

**Question 12**

Correct

Mark 1.00 out of 1.00

\_\_\_\_\_ tracks key performance indicators (KPIs) to understand the present state of a business;

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



Your answer is correct.

The correct answer is:  
Descriptive analytics

**Question 13**

Correct

Mark 1.00 out of 1.00

\_\_\_\_\_ is a subset of the data warehouse. Data mart is usually assigned to a specific business unit within the enterprise.

- ☒ a. data mart
- ☐ b. none
- ☐ c. data part
- ☐ d. data cart



Your answer is correct.

The correct answer is:  
data mart

**Question 14**

Correct

Mark 3.00 out of 3.00

**Benefits of business analytics**

- ☒ a. Data-driven decisions, Easy visualization, Modeling the what-if scenario
- ☐ b. less complexity, less memory consumption, cost benefit
- ☐ c. easy collection, easy survey, easy prediction
- ☐ d. none



Your answer is correct.

The correct answer is:

Data-driven decisions, Easy visualization, Modeling the what-if scenario

**Question 15**

Correct

Mark 1.00 out of 1.00

**\_\_\_ refers to the ability to turn your data useful for business.**

- ☐ a. variety
- ☐ b. none
- ☐ c. velocity
- ☒ d. Value



Your answer is correct.

The correct answer is:

Value

**Question 16**

Correct

Mark 1.00 out of 1.00

What statement below best describes why we do data analytics in business

- ☒ a. We need specific insights to make business decisions
- ☐ b. We must show a return on the investment we make in data & analytical resources
- ☐ c. Analytics improve our understanding of how the business works
- ☐ d. We have to calculate & report financial results to owners / shareholders



Your answer is correct.

The correct answer is:

We need specific insights to make business decisions

**Question 17**

Correct

Mark 1.00 out of 1.00

The first step in the business analytic process is

- ☐ a. Predict the outcome
- ☐ b. Analyze the data
- ☒ c. Determine the needs of the business
- ☐ d. Collect the data



Your answer is correct.

The correct answer is:

**Determine the needs of the business**



**Question 18**

Correct

Mark 2.00 out of 2.00

Augmented analytics uses the ability to self-learn, adapt, and process bulk quantities of data to automate processes and generate insights without human bias.

Select one:

- ☒ True ✓
- ☐ False

The correct answer is 'True'.

**Question 19**

Correct

Mark 1.00 out of 1.00

Data Analytics uses \_\_\_ to get insights from data.

- ☐ a. None
- ☐ b. Numerical aspects
- ☒ c. Statistical methods ✓
- ☐ d. Statistical figures

Your answer is correct.

1. N
- 2.
3. None of the mentioned above

The correct answer is:  
Statistical methods

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