Student name:\_\_\_\_\_\_\_\_\_\_

1. The ability to use qualitative reasoning with quantitative tools allows management to make decisions to improve business performance.

* true
* false

1. The use of historical information to predict what could happen in the future describes prescriptive analytics.

* true
* false

1. Data are the compilation of facts, figures, or other contents, both numerical and non-numerical.

* true
* false

1. Generally speaking, it is not feasible to obtain complete population data due to expense and near impossibility to examine every member of the population.

* true
* false

1. Collecting height data annually on the sample set of participants is an example of time series data.

* true
* false

1. Structured and unstructured data are only machine generated.

* true
* false

1. Numerical variables are either discrete or continuous.

* true
* false

1. When each piece of data in a file is separated by a comma, it is called delimiter and the file is called a comma-spliced file.

* true
* false

1. When coding in HTML, <table> is a tag used to provide structure for textual data.

* true
* false

1. In XML, tags are not case-sensitive and are interchangeable. For example, <City>and <city>represent the same pieces of information.

* true
* false

1. Sally created a table that summarizes the dollar amount of last year’s sales for each store. This is an example of descriptive analytics.

* true
* false

1. Social media data, such as Twitter, Facebook, and TicTok are examples of structured data.

* true
* false

1. The characteristics marital status and income are examples of observations.

* true
* false

1. Which of the following broad categories is not a type of analytic technique?

manipulative analytics

descriptive analytics

predictive analytics

prescriptive analytics

1. The people of Appleton, WI represent the \_\_\_\_\_\_\_\_\_\_, whereas we analyze the education level of a subset or \_\_\_\_\_\_\_\_\_\_ to make inferences about the population.

information; cross-section

population; information

items; sample

population; sample

1. A massive volume of both structured and unstructured data that is extremely difficult to manage, process, and analyze is known by which catch phrase?

wrangling

big data

data mining

general data

1. The 2019 FIFA Women’s World Cup contained 52 matches in total with 24 teams competing. The use of \_\_\_\_\_\_\_\_\_\_ data will display team standings during and at the end of the tournament.

split-section

organized

cross-sectional

numerical

1. According to a report in *US Today*, 23% of young people between the ages of 17–28 have at least one tattoo. What does the 23% represent?

categorical data

random data

population

sample set

1. According to a report in *US Today*, 38% of young people between the ages of 18–29 have at least one tattoo. What does the 38% represent?

categorical data

random data

population

sample set

1. According to a report in *US Today*, 45% of young people between the ages of 18–28 have at least two tattoos. What do the overall observations in the study represent?

categorical data

random data

population

sample set

1. According to a report in *US Today*, 38% of young people between the ages of 18–29 have at least one tattoo. What do the overall observations in the study represent?

categorical data

random data

population

sample set

1. Mary asks her friends on Facebook for recommendations for the best restaurants in Chicago. The results are then placed in a table for review. What does the data represent?

time-series data

cross-sectional data

numerical data

quantitative data

1. In big data, the most important aspect of any analytic initiative is \_\_\_\_\_\_\_\_\_\_.

volume

veracity

values

variety

1. What term refers to the credibility and quality of data?

volume

veracity

values

variety

1. When compiling data, it is important to know data comes in all types, forms, and granularity. This is known as

volume.

veracity.

values.

variety.

1. A *New York Times* article notes that there are an increasing number of people calling for tech companies to ease their grip on the personal data of consumers. The concern is that a handful of companies holds most of the data. The immense amount of data is also called

volume.

veracity.

values.

variety.

1. Unstructured data is best defined as

not conforming to a predefined, row-column format.

not conforming to a way to analyze data.

conforming to a predefined, row-column format.

conforming to a managing velocity.

1. Tobias Smith is working with his company’s data to examine inventory information. His intent is to use the variables to express ratios on inventory turnover. Based on this description, what is the strongest level of measurement being used?

continuous variable

interval scale

categorical

ratio scale

1. The time in minutes to reach class A from class B is what type of variable?

distraction

discrete numerical

categorical

continuous numerical

1. The time in hours spent sleeping per day is what kind of variable?

distraction

discrete numerical

categorical

continuous numerical

1. Molly Nelson has been collecting temperatures in degrees Fahrenheit, daily over the past five spring seasons, to determine the optimal point to plant her heirloom tomatoes. Because the difference between each degree is the same, irrelevant of the temperature, this is what type of measurement scale?

ratio

nominal

ordinal

interval

1. Cassidy is researching the impacts of eating breakfast on college students who have classes prior to 9 am. To do this, she issued a Likert scale questionnaire to the students, with a scale of 1 through 10 to answer a series of 20 questions. What is the type of measurement scale?

ratio

nominal

ordinal

interval

1. A large retailer is asking each customer at checkout for their zip code. If the zip code is the only recorded variable, what would the summarized results field headers be in tabular format?

zip code

customer number, zip code, count

zip code, count

count

1. A large retailer is asking each customer at checkout for their zip code. If the zip code is the only recorded variable, what is the type of measurement scale?

ratio

nominal

ordinal

interval

1. Which one is a drawback of interval-scaled data?

The zero point is arbitrarily chosen.

The degree of measurement is not a whole number.

The scale is categorized and qualitative.

The scale in nominal and zero point is meaningful.

1. Of the following numerical variables, which is continuous?

number of newborn babies

number of stocks

number of students

time in minutes

1. Of the following numerical variables, which is continuous?

number of goals scored

number of stocks

number of children

weight

1. Which one of the following variables is numerical?

city

time

gender

hair color

1. Which one of the following variables is numerical?

city

population

state

color

1. An instructor hands out course evaluations where students have a rank of 0 to 5. What is the best way for the data to be measured?

filtered

ordinal

nominal

numerical

1. During the winter, the ice festival committee measures the depth of the ice during the month of February. What is the type of measurement scale?

ratio

interval

nominal

numerical

1. At the local animal shelter, each animal is marked if they are a boy or a girl. What is this type of measurement scale?

filtered

ordinal

nominal

numerical

1. The following table is an example of what type of format?

|  |  |  |
| --- | --- | --- |
| **Inv\_Nbr** | **Inv\_Name** | **Inv\_Cost** |
| 12232 | Filter, Air | $9.65 |
| 13425 | Gasket | $4.32 |
| 19932 | Battery | $32.00 |

hypertext

extensible

delimited

fixed-width

1. What is the following file format called?  
   Inv\_Nbr, Inv\_Name, Inv\_Cost  
   876521,battery,45.00

delimited format

extensible markup

fixed-width format

hypertext format

1. What type of markup language is this?  
   <Data>  
   <Inventory>  
   Inv\_Nbr>102304</Inv\_Nbr>  
   Inv\_Name>Filter</Inv\_Name>  
   </Inventory>  
   </Data>

HTML

XML

DFF

JSON

1. The following is an example of which markup language?  
   {  
   “Inventory”: [  
   {  
   “Inv\_nbr”: “0199284”,  
   “Inv\_Name”: “Filter”  
   }  
   ]  
   }

HTML

XML

DFF

JSON

1. The following is an example of which markup language?  
   <table>  
   <tr>  
   <th> Inventory\_Nbr </th>  
   <th> Inventory Description </th>  
   </tr>  
   </table>

HTML

XML

DFF

JSON

1. Which is ***not*** a viable markup language?

HTML

XML

DFF

JSON

1. Which of the following is ***not*** related to data privacy?

Data collection

Data ethics

Data usage

Data transmission

1. \_\_\_\_\_\_\_\_\_\_ is a set of data that are organized and processed in a meaningful and purposeful way.

Data

Knowledge

Statistics

Information

1. Which of the following is an example of a fixed-width format?

|  |  |  |
| --- | --- | --- |
| **Cust\_Nbr** | **Cust\_Name** | **Cust\_Bal** |
| 1232 | Mike Barnes | $1,059.65 |
| 1325 | Lakshmi Singh | $2,914.32 |
| 1972 | Seo-Jun Hak | $932.00 |

Cust\_Nbr,Cust\_Name,Cust\_Bal  
1232,Mike Barnes,$1,059.65  
1325,Lakshmi Singh,$2914.32  
1972,Seo-Jun Hak,$932.00

<table>  
<tr>  
<th> Cust\_Nbr </th>  
<th> Cust\_Name</th>  
<th> Cust\_Bal</th>  
</tr>  
</table>

{  
“Customer”: [  
{  
“Cust\_nbr”: “1325”,  
“Cust\_Name”: “Lakshmi Singh”  
}  
]  
}

1. Which of the following is an example of a JSON markup language?

|  |  |  |
| --- | --- | --- |
| **Cust\_Nbr** | **Cust\_Name** | **Cust\_Bal** |
| 1232 | Mike Barnes | $1,059.65 |
| 1325 | Lakshmi Singh | $2,914.32 |
| 1972 | Seo-Jun Hak | $932.00 |

Cust\_Nbr,Cust\_Name,Cust\_Bal  
1232,Mike Barnes,$1,059.65  
1325,Lakshmi Singh,$2914.32  
1972,Seo-Jun Hak,$932.00

<table>  
<tr>  
<th> Cust\_Nbr </th>  
<th> Cust\_Name</th>  
<th> Cust\_Bal</th>  
</tr>  
</table>

{  
“Customer”: [  
{  
“Cust\_Nbr”: “1325”,  
“Cust\_Name”: “Lakshmi Singh”,  
“Cust\_Bal”: “$2,914.32”  
}  
]  
}

**Answer Key**Test name: chapter 1

TRUE

FALSE

TRUE

TRUE

TRUE

FALSE

TRUE

FALSE

TRUE

FALSE

TRUE

FALSE

FALSE

A

D

B

C

D

D

C

C

B

C

B

D

A

A

D

D

D

D

C

C

B

A

D

D

B

B

B

A

C

D

A

B

D

A

C

B

D

A

D