

1. The data Warehouse is_____.
- A. read only.
 - B. write only.
 - C. read write only.
 - D. none.

ANSWER: A

2. The important aspect of the data warehouse environment is that data found within the data warehouse is_____.
- A. subject-oriented.
 - B. time-variant.
 - C. integrated.
 - D. All of the above.

ANSWER: D

3. _____ is the heart of the warehouse.
- A. Data mining database servers.
 - B. Data warehouse database servers.
 - C. Data mart database servers.
 - D. Relational data base servers.

ANSWER: B

4. The biggest drawback of the level indicator in the classic star-schema is that it limits_____.
- A. quantify.
 - B. qualify.
 - C. flexibility.
 - D. ability.

ANSWER: C

5. A data warehouse is _____.
- A. updated by end users.
 - B. contains numerous naming conventions and formats
 - C. organized around important subject areas.
 - D. contains only current data.

ANSWER: C

6. An operational system is _____.
- A. used to run the business in real time and is based on historical data.
 - B. used to run the business in real time and is based on current data.
 - C. used to support decision making and is based on current data.
 - D. used to support decision making and is based on historical data.

ANSWER: B

7. The generic two-level data warehouse architecture includes _____.
- A. at least one data mart.
 - B. data that can extracted from numerous internal and external sources.
 - C. near real-time updates.
 - D. far real-time updates.

ANSWER: C

8. The active data warehouse architecture includes _____
- A. at least one data mart.
 - B. data that can extracted from numerous internal and external sources.
 - C. near real-time updates.
 - D. all of the above.

ANSWER: D

9. Reconciled data is _____.
- A. data stored in the various operational systems throughout the organization.
 - B. current data intended to be the single source for all decision support systems.
 - C. data stored in one operational system in the organization.
 - D. data that has been selected and formatted for end-user support applications.

ANSWER: B

10. Transient data is _____.
- A. data in which changes to existing records cause the previous version of the records to be eliminated.
 - B. data in which changes to existing records do not cause the previous version of the records to be eliminated.
 - C. data that are never altered or deleted once they have been added.
 - D. data that are never deleted once they have been added.

ANSWER: A

11. The extract process is _____.

- A. capturing all of the data contained in various operational systems.
- B. capturing a subset of the data contained in various operational systems.
- C. capturing all of the data contained in various decision support systems.
- D. capturing a subset of the data contained in various decision support systems.

ANSWER: B

12. Data scrubbing is _____.

- A. a process to reject data from the data warehouse and to create the necessary indexes.
- B. a process to load the data in the data warehouse and to create the necessary indexes.
- C. a process to upgrade the quality of data after it is moved into a data warehouse.
- D. a process to upgrade the quality of data before it is moved into a data warehouse

ANSWER: D

13. The load and index is _____.

- A. a process to reject data from the data warehouse and to create the necessary indexes.
- B. a process to load the data in the data warehouse and to create the necessary indexes.
- C. a process to upgrade the quality of data after it is moved into a data warehouse.
- D. a process to upgrade the quality of data before it is moved into a data warehouse.

ANSWER: B

14. Data transformation includes _____.

- A. a process to change data from a detailed level to a summary level.
- B. a process to change data from a summary level to a detailed level.
- C. joining data from one source into various sources of data.
- D. separating data from one source into various sources of data.

ANSWER: A

15. _____ is called a multifield transformation.

- A. Converting data from one field into multiple fields.
- B. Converting data from fields into field.
- C. Converting data from double fields into multiple fields.
- D. Converting data from one field to one field.

ANSWER: A

16. The type of relationship in star schema is _____.
- A. many-to-many.
 - B. one-to-one.
 - C. one-to-many.
 - D. many-to-one.

ANSWER: C

17. Fact tables are _____.
- A. completely demoralized.
 - B. partially demoralized.
 - C. completely normalized.
 - D. partially normalized.

ANSWER: C

18. _____ is the goal of data mining.
- A. To explain some observed event or condition.
 - B. To confirm that data exists.
 - C. To analyze data for expected relationships.
 - D. To create a new data warehouse.

ANSWER: A

19. Business Intelligence and data warehousing is used for _____.
- A. Forecasting.
 - B. Data Mining.
 - C. Analysis of large volumes of product sales data.
 - D. All of the above.

ANSWER: D

20. The data administration subsystem helps you perform all of the following, except _____.
- A. backups and recovery.
 - B. query optimization.
 - C. security management.
 - D. create, change, and delete information.

ANSWER: D

21. The most common source of change data in refreshing a data warehouse is _____.
- A. queryable change data.
 - B. cooperative change data.
 - C. logged change data.
 - D. snapshot change data.

ANSWER: A

22. _____ are responsible for running queries and reports against data warehouse tables.
- A. Hardware.
 - B. Software.
 - C. End users.
 - D. Middle ware.

ANSWER: C

23. Query tool is meant for _____.
- A. data acquisition.
 - B. information delivery.
 - C. information exchange.
 - D. communication.

ANSWER: A

24. Classification rules are extracted from _____.
- A. root node.
 - B. decision tree.
 - C. siblings.
 - D. branches.

ANSWER: B

25. Dimensionality reduction reduces the data set size by removing _____.
- A. relevant attributes.
 - B. irrelevant attributes.
 - C. derived attributes.
 - D. composite attributes.

ANSWER: B

26. _____ is a method of incremental conceptual clustering.

- A. CORBA.
- B. OLAP.
- C. COBWEB.
- D. STING.

ANSWER: C

27. Effect of one attribute value on a given class is independent of values of other attribute is called

- _____.
- A. value independence.
 - B. class conditional independence.
 - C. conditional independence.
 - D. unconditional independence.

ANSWER: A

28. The main organizational justification for implementing a data warehouse is to provide _____.

- A. cheaper ways of handling transportation.
- B. decision support.
- C. storing large volume of data.
- D. access to data.

ANSWER: C

29. Multidimensional database is otherwise known as _____.

- A. RDBMS
- B. DBMS
- C. EXTENDED RDBMS
- D. EXTENDED DBMS

ANSWER: B

30. Data warehouse architecture is based on _____.

- A. DBMS.
- B. RDBMS.
- C. Sybase.
- D. SQL Server.

ANSWER: B

31. Source data from the warehouse comes from _____.
- A. ODS.
 - B. TDS.
 - C. MDDB.
 - D. ORDBMS.

ANSWER: A

32. _____ is a data transformation process.
- A. Comparison.
 - B. Projection.
 - C. Selection.
 - D. Filtering.

ANSWER: D

33. The technology area associated with CRM is _____.
- A. specialization.
 - B. generalization.
 - C. personalization.
 - D. summarization.

ANSWER: C

34. SMP stands for _____.
- A. Symmetric Multiprocessor.
 - B. Symmetric Multiprogramming.
 - C. Symmetric Metaprogramming.
 - D. Symmetric Microprogramming.

ANSWER: A

35. _____ are designed to overcome any limitations placed on the warehouse by the nature of the relational data model.
- A. Operational database.
 - B. Relational database.
 - C. Multidimensional database.
 - D. Data repository.

ANSWER: C

36. _____ are designed to overcome any limitations placed on the warehouse by the nature of the relational data model.
- A. Operational database.
 - B. Relational database.
 - C. Multidimensional database.
 - D. Data repository.

ANSWER: C

37. MDDB stands for _____.
- A. multiple data doubling.
 - B. multidimensional databases.
 - C. multiple double dimension.
 - D. multi-dimension doubling.

ANSWER: B

38. _____ is data about data.
- A. Metadata.
 - B. Microdata.
 - C. Minidata.
 - D. Multidata.

ANSWER: A

39. _____ is an important functional component of the metadata.
- A. Digital directory.
 - B. Repository.
 - C. Information directory.
 - D. Data dictionary.

ANSWER: C

40. EIS stands for _____.
- A. Extended interface system.
 - B. Executive interface system.
 - C. Executive information system.
 - D. Extendable information system.

ANSWER: C

41. _____ is data collected from natural systems.
- A. MRI scan.
 - B. ODS data.
 - C. Statistical data.
 - D. Historical data.

ANSWER: A

42. _____ is an example of application development environments.
- A. Visual Basic.
 - B. Oracle.
 - C. Sybase.
 - D. SQL Server.

ANSWER: A

43. The term that is not associated with data cleaning process is _____.
- A. domain consistency.
 - B. deduplication.
 - C. disambiguation.
 - D. segmentation.

ANSWER: D

44. _____ are some popular OLAP tools.
- A. Metacube, Informix.
 - B. Oracle Express, Essbase.
 - C. HOLAP.
 - D. MOLAP.

ANSWER: A

45. Capability of data mining is to build _____ models.
- A. retrospective.
 - B. interrogative.
 - C. predictive.
 - D. imperative.

ANSWER: C

46. _____ is a process of determining the preference of customer's majority.
- A. Association.
 - B. Preferencing.
 - C. Segmentation.
 - D. Classification

ANSWER: B

47. Strategic value of data mining is _____.
- A. cost-sensitive.
 - B. work-sensitive.
 - C. time-sensitive.
 - D. technical-sensitive.

ANSWER: C

48. _____ proposed the approach for data integration issues.
- A. Ralph Campbell.
 - B. Ralph Kimball.
 - C. John Raphlin.
 - D. James Gosling.

ANSWER: B

49. The terms equality and roll up are associated with _____.
- A. OLAP.
 - B. visualization.
 - C. data mart.
 - D. decision tree.

ANSWER: C

50. Exceptional reporting in data warehousing is otherwise called as _____.
- A. exception.
 - B. alerts.
 - C. errors.
 - D. bugs.

ANSWER: B

51. _____ is a metadata repository.
- A. Prism solution directory manager.
 - B. CORBA.
 - C. STUNT.
 - D. COBWEB.

ANSWER: A

52. _____ is an expensive process in building an expert system.
- A. Analysis.
 - B. Study.
 - C. Design.
 - D. Information collection.

ANSWER: D

53. The full form of KDD is _____.
- A. Knowledge database.
 - B. Knowledge discovery in database.
 - C. Knowledge data house.
 - D. Knowledge data definition.

ANSWER: B

54. The first International conference on KDD was held in the year _____.
- A. 1996.
 - B. 1997.
 - C. 1995.
 - D. 1994.

ANSWER: C

55. Removing duplicate records is a process called _____.
- A. recovery.
 - B. data cleaning.
 - C. data cleansing.
 - D. data pruning.

ANSWER: B

56. _____ contains information that gives users an easy-to-understand perspective of the information stored in the data warehouse.
- A. Business metadata.
 - B. Technical metadata.
 - C. Operational metadata.
 - D. Financial metadata.

ANSWER: A

57. _____ helps to integrate, maintain and view the contents of the data warehousing system.
- A. Business directory.
 - B. Information directory.
 - C. Data dictionary.
 - D. Database.

ANSWER: B

58. Discovery of cross-sales opportunities is called _____.
- A. segmentation.
 - B. visualization.
 - C. correction.
 - D. association.

ANSWER: D

59. Data marts that incorporate data mining tools to extract sets of data are called _____.
- A. independent data mart.
 - B. dependent data marts.
 - C. intra-entry data mart.
 - D. inter-entry data mart.

ANSWER: B

60. _____ can generate programs itself, enabling it to carry out new tasks.
- A. Automated system.
 - B. Decision making system.
 - C. Self-learning system.
 - D. Productivity system.

ANSWER: D

61. The power of self-learning system lies in _____.
- A. cost.
 - B. speed.
 - C. accuracy.
 - D. simplicity.

ANSWER: C

62. Building the informational database is done with the help of _____.
- A. transformation or propagation tools.
 - B. transformation tools only.
 - C. propagation tools only.
 - D. extraction tools.

ANSWER: A

63. How many components are there in a data warehouse?
- A. two.
 - B. three.
 - C. four.
 - D. five.

ANSWER: D

64. Which of the following is not a component of a data warehouse?
- A. Metadata.
 - B. Current detail data.
 - C. Lightly summarized data.
 - D. Component Key.

ANSWER: D

65. _____ is data that is distilled from the low level of detail found at the current detailed level.
- A. Highly summarized data.
 - B. Lightly summarized data.
 - C. Metadata.
 - D. Older detail data.

ANSWER: B

66. Highly summarized data is _____.
- A. compact and easily accessible.
 - B. compact and expensive.
 - C. compact and hardly accessible.
 - D. compact.

ANSWER: A

67. A directory to help the DSS analyst locate the contents of the data warehouse is seen in _____.
- A. Current detail data.
 - B. Lightly summarized data.
 - C. Metadata.
 - D. Older detail data.

ANSWER: C

68. Metadata contains at least _____.
- A. the structure of the data.
 - B. the algorithms used for summarization.
 - C. the mapping from the operational environment to the data warehouse.
 - D. all of the above.

ANSWER: D

69. Which of the following is not a old detail storage medium?
- A. Phot Optical Storage.
 - B. RAID.
 - C. Microfinche.
 - D. Pen drive.

ANSWER: D

70. The data from the operational environment enter _____ of data warehouse.
- A. Current detail data.
 - B. Older detail data.
 - C. Lightly summarized data.
 - D. Highly summarized data.

ANSWER: A

71. The data in current detail level resides till _____ event occurs.
- A. purge.
 - B. summarization.
 - C. archived.
 - D. all of the above.

ANSWER: D

72. The dimension tables describe the _____.
- A. entities.
 - B. facts.
 - C. keys.
 - D. units of measures.

ANSWER: B

73. The granularity of the fact is the _____ of detail at which it is recorded.
- A. transformation.
 - B. summarization.
 - C. level.
 - D. transformation and summarization.

ANSWER: C

74. Which of the following is not a primary grain in analytical modeling?
- A. Transaction.
 - B. Periodic snapshot.
 - C. Accumulating snapshot.
 - D. All of the above.

ANSWER: B

75. Granularity is determined by _____.
- A. number of parts to a key.
 - B. granularity of those parts.
 - C. both A and B.
 - D. none of the above.

ANSWER: C

76. _____ of data means that the attributes within a given entity are fully dependent on the entire primary key of the entity.
- A. Additivity.
 - B. Granularity.
 - C. Functional dependency.
 - D. Dimensionality.

ANSWER: C

77. A fact is said to be fully additive if _____.
- A. it is additive over every dimension of its dimensionality.
 - B. additive over atleast one but not all of the dimensions.
 - C. not additive over any dimension.
 - D. None of the above.

ANSWER: A

78. A fact is said to be partially additive if _____.
- A. it is additive over every dimension of its dimensionality.
 - B. additive over atleast one but not all of the dimensions.
 - C. not additive over any dimension.
 - D. None of the above.

ANSWER: B

79. A fact is said to be non-additive if _____.
- A. it is additive over every dimension of its dimensionality.
 - B. additive over atleast one but not all of the dimensions.
 - C. not additive over any dimension.
 - D. None of the above.

ANSWER: C

80. Non-additive measures can often combined with additive measures to create new _____.
- A. additive measures.
 - B. non-additive measures.
 - C. partially additive.
 - D. All of the above.

ANSWER: A

