

### Question 1

The centralized data warehouse helps to simplify data management and administration.  
True or False?

Answer: <https://biology-forums.com/index.php?topic=693259>

### Question 2

The \_\_\_\_\_ of a proposed solution to a problem is the initiation of a new order of things or the introduction of change.

- A) method
- B) implementation
- C) approach
- D) style

Answer: <https://biology-forums.com/index.php?topic=692466>

### Question 3

The process of modeling involves determining the (usually mathematical, sometimes symbolic) relationships among the variables.  
True or False?

Answer: <https://biology-forums.com/index.php?topic=692414>

### Question 4

Which of the following is an electromechanical device that can be programmed to perform manual tasks?

- A) Robot
- B) Sensory systems
- C) Tactile systems
- D) Signal processing systems

Answer: <https://biology-forums.com/index.php?topic=693698>

### Question 5

What marketing channel strategy was the issue in Eastman Kodak Co. v. Image Technical Service, Inc.?

- A) Category management
- B) Slotting allowances
- C) Gray marketing
- D) Price fixing
- E) Tying

Answer: <https://biology-forums.com/index.php?topic=693899>

### Question 6

Explain three of the drawbacks or limitations of using financial data as the core of a performance measurement system.

Answer: <https://biology-forums.com/index.php?topic=693503>

### Question 7

Artificial intelligence (AI) supports knowledge management in each of the following ways except:

- A) By enhancing knowledge searches
- B) By helping to determine the relative importance of the knowledge
- C) By manipulating current results
- D) By identifying patterns in data

Answer: <https://biology-forums.com/index.php?topic=693637>

### Question 8

Nominal group technique (NGT) uses questionnaires for technological forecasting and for forecasting of sensitive issues.

[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=693521>

### Question 9

Commercial software tools include all of the following except:

- A) GATE
- B) IBM Intelligent Miner Data Mining Suite
- C) SAS Text Miner
- D) SPSS Text Mining

Answer: <https://biology-forums.com/index.php?topic=693154>

### Question 10

Because the latter steps in the data mining process are built on the outcome of the former ones, one should:

- A) start with an understanding of the relevant data.
- B) work quickly through the early steps and work in-depth on the latter steps.
- C) start by cleaning the relevant data and storing it in a single data warehouse.
- D) pay extra attention to the earlier steps in order not to put the whole study on an incorrect path from the onset.

Answer: <https://biology-forums.com/index.php?topic=692884>

### Question 11

A learning organization must have an organizational memory and a means to save, represent, and \_\_\_\_\_ its organizational knowledge.

Answer: <https://biology-forums.com/index.php?topic=693647>

### Question 12

Which type of technology is most used by Zara?

- A) Logistics software to run distribution centers
- B) Enterprise resource process software
- C) Intranets across retail stores
- D) Extranets across factories
- E) Personal digital assistants

Answer: <https://biology-forums.com/index.php?topic=693957>

### Question 13

Data mining is a prime candidate for better management of companies that are data-rich, but knowledge-poor.

True or False?

Answer: <https://biology-forums.com/index.php?topic=692812>

### Question 14

\_\_\_\_\_ models are time dependent; and are valuable because they represent trends and patterns over time.

Answer: <https://biology-forums.com/index.php?topic=692754>

### Question 15

With comparative measures, it is important to point out whether a particular number is good or bad and whether it is trending in the right direction. Without these designations, it can be time-consuming to determine the status of a particular number or result.

True or False?

Answer: <https://biology-forums.com/index.php?topic=693409>

### Question 16

A BI system has three major components: a data warehouse with source data; business performance management (BPM) for monitoring and analyzing performance; and a user interface such as a dashboard.

[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=692303>

### Question 17

Which industry introduced quick response systems?

- A) Grocery
- B) Fashion retail
- C) Automotive sales
- D) Fast-food restaurants
- E) Electronics refurbishment

Answer: <https://biology-forums.com/index.php?topic=693935>

### Question 18

The term "stop-words" are used by text mining to \_\_\_\_\_ commonly used words.

Answer: <https://biology-forums.com/index.php?topic=693183>

### Question 19

Functional discounts are legal when they reasonably reflect the supplier's savings or channel member's costs.

[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=693918>

### Question 20

Briefly describe the four steps in the intelligence phase of decision making.

Answer: <https://biology-forums.com/index.php?topic=692517>

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