

# Chapter11

## True/False

*Indicate whether the statement is true or false.*

- \_\_\_ 1. Data-mining software searches through large amounts of data for meaningful patterns of information.
- \_\_\_ 2. One objective of data mining is classification, finding whether certain facts fall into predefined groups.
- \_\_\_ 3. One application of data mining is consumer clustering, which refers to the prediction of what each individual accessing a Web site is most likely to be interested in seeing.
- \_\_\_ 4. Mobilcom GmbH, a German company, uses personal tracking systems to identify customers about to switch to a competitor, and approach them with inducements to continue or renew their contract.
- \_\_\_ 5. One application of data mining is trend analysis, which refers to the identification of characteristics of transactions that are most likely to be fraudulent.
- \_\_\_ 6. Loyalty programs such as frequent flier and consumer clubs help organizations amass huge amounts of data about their customers.
- \_\_\_ 7. OLAP applications are powerful tools for shift employees.
- \_\_\_ 8. OLAP is increasingly used by corporations to gain efficiencies.
- \_\_\_ 9. Companies find that the data that they collect directly from consumers provides a full picture of customer needs.
- \_\_\_ 10. By compiling billions of consumer forms and creating surfing models, companies can determine individual consumers' interests from the sites they visited.
- \_\_\_ 11. Expertise in broad domains can be easily programmed in expert systems.
- \_\_\_ 12. Knowledge management is the attempt by organizations to put procedures and technologies in place to filter and separate the most relevant knowledge.
- \_\_\_ 13. Tacit Systems' ActiveNet tool "mines" structured data to build a profile of each customer in terms of topics and interests.
- \_\_\_ 14. Consumers continue to post their opinions on products and services on the Web.
- \_\_\_ 15. A key word such as "apple" means one thing to an employee of a hardware or software organization and something completely different to an employee in an agriculture or a supermarket chain.

## Multiple Choice

*Identify the choice that best completes the statement or answers the question.*

- \_\_\_ 16. To make \_\_\_ useful, organizations must use software tools to process data from huge databases into meaningful information.
- a. data warehouses
  - b. databases
  - c. decision systems
  - d. expert systems
- \_\_\_ 17. Data warehouses could be regarded as a type of \_\_\_\_, where the data is the ore, and new useful information is the precious find.
- a. vault
  - b. mine
  - c. diamond
  - d. wheel
- \_\_\_ 18. One objective of data mining is \_\_\_\_, the discovering of patterns in data that can lead to reasonable predictions.
- a. seeding
  - b. producing
  - c. forecasting
  - d. recovering
- \_\_\_ 19. In banking, \_\_\_ is employed to find profitable customers and patterns of fraud.
- a. resource recovering
  - b. information mining
  - c. data exploiting
  - d. data mining
- \_\_\_ 20. Companies selling mobile phone services face a growing challenge of customer churn (\_\_\_).
- a. complaints
  - b. changing service plans
  - c. lawsuits
  - d. switching to a competitor
- \_\_\_ 21. To ensure a steady flow of customer data into their \_\_\_\_, companies in almost every industry operate customer loyalty programs similar to the original frequent flier programs.
- a. data dictionaries
  - b. data warehouses
  - c. expert systems
  - d. KM systems
- \_\_\_ 22. Some companies use \_\_\_ techniques to try to predict what customers are likely to purchase in the future.
- a. data-mining
  - b. CRM
  - c. identity tracking
  - d. expert systems
- \_\_\_ 23. \_\_\_ enables managers to see summaries and ratios of the intersection of any two dimensions.
- a. CRM
  - b. SCM
  - c. OLAP
  - d. CAD
- \_\_\_ 24. OLAP applications are usually installed on a special server that communicates with both the user's computer and the server or servers that contain a data warehouse or \_\_\_\_.
- a. house databases
  - b. crossdimensional databases
  - c. nondimensional databases
  - d. dimensional databases
- \_\_\_ 25. OLAP might process data from a \_\_\_\_.
- a. non-relational database
  - b. transportable database
  - c. cross-sectional database
  - d. transactional database
- \_\_\_ 26. Since OLAP applications are designed to process large amounts of records and produce summaries, they are usually significantly faster than relational applications such as those using \_\_\_\_.
- a. XML
  - b. SQL replies
  - c. SQL queries
  - d. SGML
- \_\_\_ 27. OLAP applications can process \_\_\_ records per second.
- a. 10,000
  - b. 20,000
  - c. 30,000
  - d. 40,000

- \_\_\_ 28. Employees who know very little about programming and report design are discovering that \_\_\_ software is becoming easier to use.
- a. BI
  - b. AI
  - c. SGML
  - d. 2GL
- \_\_\_ 29. BI software has become so popular in large companies that Microsoft decided to integrate such software into its popular database management system, \_\_\_.
- a. SQL Server
  - b. MySQL
  - c. DB2
  - d. DBMS
- \_\_\_ 30. A major effort of most businesses, especially retail businesses, is to collect \_\_\_ about customers.
- a. artificial intelligence
  - b. business intelligence
  - c. personal information
  - d. knowledge management parameters
- \_\_\_ 31. Both data-mining and OLAP software are often integrated into \_\_\_ for the purpose of collecting business intelligence about customers.
- a. SCM systems
  - b. ERP systems
  - c. CRM systems
  - d. HRM systems
- \_\_\_ 32. Companies such as \_\_\_, Engage Software, and Avenue A | Razorfish, use cookies and spyware to track Web users' clickstreams.
- a. MultiLock
  - b. SuperClick
  - c. Sun Microsystems
  - d. DoubleClick
- \_\_\_ 33. To make the use of BI tools convenient for executives, companies that develop BI tools create \_\_\_ that help the executives to quickly grasp business situations.
- a. options
  - b. alternatives
  - c. programming languages
  - d. interfaces
- \_\_\_ 34. The popular name of an interface for BI tools is \_\_\_.
- a. BITools
  - b. command line
  - c. dashboard
  - d. GUI
- \_\_\_ 35. \_\_\_ are often designed to quickly present predefined business metrics such as occupancy ratios in hotels and hospitals, or inventory turns in retail.
- a. Toolkits
  - b. Dashboards
  - c. Toolboxes
  - d. BITools
- \_\_\_ 36. The purpose of \_\_\_ is mainly to learn where to find information about a given subject.
- a. knowledge management
  - b. knowledge theory
  - c. experience management
  - d. intelligence management
- \_\_\_ 37. Information that can be gleaned from stored data is \_\_\_.
- a. knowledge
  - b. experience
  - c. intelligence
  - d. wisdom
- \_\_\_ 38. \_\_\_ is the attempt by organizations to put procedures and technologies in place to transfer individual knowledge into databases.
- a. Intelligence management
  - b. Knowledge management
  - c. Experience management
  - d. Expertise management
- \_\_\_ 39. To transfer knowledge into manageable \_\_\_, some companies require workers to create reports of their finding.
- a. folders
  - b. folders
  - c. online resources
  - d. folders



55. Some software companies, such as Tacit Systems Inc., AskMe Corporation, Participate Systems Inc., and Entopia Inc., have developed \_\_\_\_\_, tools that facilitate knowledge sharing through intranets.
56. \_\_\_\_\_ tools help extract useful knowledge from millions of Web documents.
57. \_\_\_\_\_ or automatic taxonomy automates the classification of data into categories for future retrieval.
58. Practically all search engine sites, such as Google and Yahoo!, use \_\_\_\_\_ software, and continue to improve the software to provide more precise and faster responses to queries.