

Questions Chapter 2

1. Which is not one of the four key capabilities of BI solutions discussed in Chapter 2?
 - a. Information integration capability
 - b. Logistical summary capability**
 - c. Organizational memory capability
 - d. Presentation capability
 - e. Insight creation capability
2. The features of a BI solution are classified into broad categories. What are the categories?
 - a. Benchmarking relative to competition and industry trends
 - b. Convenience in terms of customization and connectivity
 - c. Intelligence in terms of searching and utilizing data across disparate sources
 - d. a and b above.
 - e. a, b and c above**
3. Several factors lead to organizational memory being an important BI capability. Which one of those below was discussed?
 - a. Technological progress and rising data storage costs means organizations must reduce data volume.
 - b. Improvement in knowledge management technologies have led to considerable organizational knowledge being stored in DWs.
 - c. Computer pervasiveness and increased use of e-mail, IM, chats, and Facebook imply that structured information and implicit knowledge is stored in electronic form.
 - d. Structured data and information often exists across multiple transactional systems that are mutually disconnected and often incompatible.
 - e. None of the above**
4. Which technology below does not generally support the capture of unstructured information?
 - a. Document management systems
 - b. Digital content management systems
 - c. Knowledge repositories
 - d. Operational systems**
 - e. All of the above support such capture
5. What are two of the most important problems with organizational memory?
 - a. Data inaccuracy and inconsistency**
 - b. Integrated data and knowledge
 - c. External information and knowledge
 - d. Unstructured data and information
 - e. Monitoring business trends and competitive benchmarking
6. Information integration relates to several features of BI including:

- a. Monitoring business trends
 - b. The ability to conduct an enterprise-wide content search across different types of content
 - c. The ability to incorporate non-quantitative data from unstructured text
 - d. Competitive benchmarking
 - e. **All of the above**
7. Which of the technologies below enable information integration capability?
- a. Environmental identification devices
 - b. Business analytics
 - c. Real-time decision support systems
 - d. **Radio-frequency identification devices**
 - e. None of the above
8. BI Insight creation capability produces which three kinds of outputs?
- a. Description of what happened, understanding of what happened, decision-making
 - b. Description of what happened, ability to change what happened, decision-making
 - c. **Description of what happened, understanding of what happened, prediction of future behavior**
 - d. Satisfied employees, satisfied managers, satisfied customers
 - e. Description of why things happen, understanding of when things have happened, prevention of reoccurrence
9. Examples of factors leading to differences in what is being presented in terms of content include:
- a. Level of aggregation
 - b. Time period
 - c. Levels of interactivity
 - d. **a and b above**
 - e. a, b, and c above
10. How do digital dashboards and scorecards differ?
- a. They don't; they are different names for the same thing.
 - b. They are both text displays, but different in nature.
 - c. **They are similar, but scorecards monitor and show performance by comparing metrics to a target.**
 - d. They are similar, but scorecards monitor and manage organizational performance using selected key performance indicators.
 - e. Digital dashboards focus on exploring and analyzing data interactively, scorecards do not.