

Student name: _____

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Financial statements would generally be considered to be unstructured data.

- ☐ true
- ☐ false

2) Social media would generally be considered to be unstructured data.

- ☐ true
- ☐ false

3) There is more social media data than financial statement data available.

- ☐ true
- ☐ false

4) Estimates suggest that approximately 80 percent of enterprise data is structured.

- ☐ true
- ☐ false

5) Data with greater veracity is often more impactful, carrying more weight in analysis than data with lesser

veracity in addressing accounting questions.

- ☐ true
- ☐ false

⊙ true

7) Managerial accounting systems do not have the requirement that the cost of acquiring data be less than the value of the data.

- ☐ true
- ☐ false

8) Human resource management system (HRMS) is an information system for managing all interactions with current and potential employees.

- ☐ true
- ☐ false

9) Economic data and analysis reports do not help accountants make better, more accurate budgets and forecasts of earnings.

- ☐ true
- ☐ false

10) An earnings call is a conference call between company management (like a CEO and CFO), analysts, investors, and the media to discuss earnings and other financial results that generally precede the call.

- ☐ true
- ☐ false

11) According to the AMPS model, the analyst should know the question they are trying to address before

considering and accessing available data.

- ☐ true
- ☐ false

MULTIPLE CHOICE -

Choose the one alternative that best completes the statement or answers the question.

12) What would be most likely to be disclosed in an 8-K filing to the SEC?

- A) Company Statement of Cash Flows
- B) Naming of a new CFO
- C) Management discussion and analysis

D) Overview of a company's main risks

13) _____ is encapsulated as the technologies, systems, practices, methodologies, databases, statistics and applications used to analyze diverse accounting and non-accounting data to give organizations the information they need to make

sound and timely business decisions.

- A) The AMPS Model
- B) Accounting Data Analytics
- C) The Role of the Accounting Analyst

D) Mastering the Data

14) Which system would be used to track sales with each customer?

- A) Human Resource Management System
- B) Customer Relationship Management System
- C) Supply Chain System

D) Financial Reporting System

15) _____ can be used to help evaluate the supply of the product available.

- A) Product reviews
- B) Inventory cost
- C) Structured data

D) Supply chain data

16) Whereas

_____ would generally be considered to
unstructured data, _____ would generally be

- A) financial statements; product reviews
- B) analyst reports; financial statements
- C) Instagram pictures; financial statements

17) Highlighting the difference between the data which
comes from blogs and pictures as compared to financial data

- A) Volume
- B) Veracity

18) In the United Kingdom (UK), financial statements for
publicly traded firms are issued twice annually. In the United
States (US), financial statements for publicly traded firms are
issued quarterly. The difference in timing would address
which aspect of Big Data?

- A) Volume
- B) Veracity

19) The SEC form which reports quarterly financial
statements is called form _____.

- A) 10-K
- B) 10-Q

20) _____ represent an interactive question-and-
answer session between investors, analysts, other interested

A) The management discussion and analysis as part
of the 10-K

considered to be structured
data.

D) Firm budget,
geographic images

would be examples of
which aspect of Big Data?

- C) Velocity
- D) Variety

- C) Velocity
- D) Variety

- C) 8-K
- D) S-1

shareholders and
management.

- B) Conference
call transcripts
- C) Press releases

D) SEC form 8-K

21) This computer standard allows an easy, automated exchange between a financial statement repository and a financial statement user.

- A) XBRL
- B) EDGAR

- C) Excel
 - D) Google
- financials

22) If data has a lot of missing data would most directly concern which aspect of Big Data?

- A) Volume
- B) Veracity

- C) Velocity
- D) Variety

23) The Four V's associated with big data include all except which of the following:

- A) Volume
- B) Veracity

- C) Velocity
- D) Variability

24) The _____ summarizes all of the journal entries which forms the basis for the financial statements.

- A) sales journal
- B) general ledger

- C) special journal
 - D) general
- journal

25) The detailed records of the manufacturing equipment used by the company would be included in a _____.

- A) accounts receivable ledger

- B) fixed asset
- ledger

C) equipment ledger

D) general ledger

26) A _____ ledger details information on specific accounts with common characteristics.

A) detailed

B) general

C) specialized

D) subsidiary

27) Which of the following are not one of the five required sections in a form 10-K?

A) Risk Factors

B) Management's Discussion and Analysis

C) Forecast of Future Performance

D) Financial
Statements and
Supplemental Data

28) Which of the following is not one of the five required forms required by the SEC?

A) M-1

B) 10-Q

C) S-1

D) 8-Q

29) Which required section in a form 10-K is likely to represent unstructured data?

A) Risk Factors

B) Management's Discussion and Analysis

C) Selected Financial Data

D) Financial
Statements and
Supplemental Data

30) EDGAR, the SEC repository of SEC forms, stands for _____.

- system
- A) Electronic Data Gathering, Analysis Repository
 - B) Electronic Data Gathering and Archive Retrieval system
 - C) Electronic Data Gathering, Analysis and

Retrieval system
D) Electronic
Data Gathering, Analysis
Resource system

31) Managerial accounting systems generally include _____ which require a forecast of _____.

- A) budgets; sales
- B) earnings; sales
- C) personnel hiring plans; earnings

D) a plan for loan
repayment; cash

32) Tyson Chicken monitors the standard cost of a pound of chicken on a continuous basis, incorporating the latest data into their costing. The frequency of updating the costs would

- A) Volume
- B) Veracity

address which aspect of
Big Data?

- C) Velocity
- D) Variety

33) Managerial accounting explicitly tracks all of the following costs, except:

- A) Direct Labor
- B) Direct Materials

- C) Taxes
- D) Overhead

34) _____ includes information on active and inactive vendors and the orders made to date.

- A) Customer relationship management system
- B) Supply chain system
- C) Human resource system

D) Data support
system

35) Tax information at the company level comes primarily from the company's _____ .

- A) cost accounting system
- B) financial reporting system
- C) tax reporting system

D) asset reporting system

36) Economic data includes all of the following, except:

- A) Gross domestic product
- B) Unemployment statistics

- C) Consumer price index
- D) Budget data

37) Data without internal organization or structure that has tags explaining what the data represents is called _____.

- A) semi-structured data
- B) structured data

- C) unstructured data
- D) big data

38) Which term refers to a required annual submission to the Securities and Exchange Commission reporting a

company's financial performance.

- A) 10-K
- B) 10-Q

- C) 8-K
- D) S-1

39) Which term refers to a required quarterly submission to the Securities and Exchange Commission reporting a

company's financial performance.

- A) 10-K
- B) 10-Q

- C) 8-K
- D) S-1

40) Companies keep track of both tangible and intangible assets. They keep track of _____ assets using the fixed asset subsidiary ledger.

- A) tangible
- B) intangible

- C) current
- D) noncurrent

41) _____ accounting is information directed to external users, such as stockholders, banks, and suppliers; in contrast _____ accounting is used internally by the CEO,

- A) Management; financial
- B) External; management
- C) Financial; internal

CFO, controller, budget officers, etc.

- D) Financial; management

42) An information system for managing all interactions with current and potential employees is called a(n) _____.

- A) employee management system
- B) human resource management system
- C) staff management reporting system

- D) management information system

43) _____ often prepare research reports talking about company prospects by synthesizing financial statements, listening to conference calls, and talking to managers of the

company and to its competitors.

- A) Investors
- B) Financial analysts

- C) Auditors
- D) Regulators

44) Within an Excel pivottable, the _____ settings determine whether the pivottable will report counts, sums or averages.

- A) statistics
- B) value field

- C) descriptive
- D) summary

45) The supply chain system contains data on the current and previous _____ .

- A) customers
- B) employees

- C) vendors
- D) investors

46) According to the text, PWC, a Big 4 accounting firm, asks its auditors to develop all of the following skills except the ability to:

- A) research and identify anomalies and risk factors in underlying data
- B) mine new sources of data
- C) process-mine using new data analysis techniques

- and algorithms
- D) identify questions that will impact accounting estimates

47) Veracity evaluates whether the data is _____, accurate (and clean), and worth of trust.

- A) truthful
- B) relevant

- C) reliable
- D) timely

48) Of the data items listed below, which has the highest velocity?

- A) Financial statements
- B) Stock prices
- C) Worker productivity measures

- D) Daily weather updates

49) Eric Schmidt, CEO of Google says, "Every _____ days we now create as much information as we did from the

- A) two
- B) three

dawn of civilization up until 2003."

- C) six
- D) nine

50) Each of the following is potentially a company subledger except:

- A) inventory subledger
- B) fixed asset subledger
- C) receivables subledger

D) employee subledger

51) When the source data used to create an Excel pivottable change, the pivottable will update _____.

- A) automatically.
- B) only after the file is saved.
- C) only when the pivottable is "refreshed".

D) never, any change requires a new pivottable.

Answer Key

Test name: CH2

- 1) FALSE
- 2) TRUE
- 3) TRUE
- 4) FALSE
- 5) TRUE
- 6) TRUE
- 7) FALSE
- 8) TRUE
- 9) FALSE
- 10) TRUE
- 11) TRUE
- 12) B
- 13) B
- 14) B
- 15) D
- 16) C
- 17) D
- 18) C
- 19) B
- 20) B
- 21) A

22) B

23) D

24) B

25) B

26) D

27) C

28) A

29) B

30) C

31) A

32) C

33) C

34) B

35) B

36) D

37) A

38) A

39) B

40) A

41) D

42) B

43) B

44) B

45) C

46) D

47) A

48) B

49) A

50) D

51) C