

Understanding Datafication and its Business Applications

Business Analytics · Answer Key · 21 Questions

1. What is datafication primarily about?

- A) Creating new hardware technologies
- B) Turning business aspects into data**
- C) Developing new programming languages
- D) Increasing physical security measures

2. Which technologies are mentioned as helping with datafication?

- A) Blockchain and Quantum Computing
- B) Artificial Intelligence and Machine Learning**
- C) Virtual Reality and Augmented Reality
- D) 3D Printing and Nanotechnology

3. What is a key outcome of tracking, processing, monitoring, and analyzing data generated through datafication?

- A) Decreased customer engagement
- B) Reduced operational costs
- C) Enhanced services and products**
- D) Limited market reach

4. In simple terms, what does datafication transform an organization into?

- A) A manual labor-intensive entity
- B) A data-driven enterprise**
- C) A research-focused institution
- D) A purely service-oriented business

5. Which of these is NOT listed as a direct benefit of datafication for businesses?

- A) Gaining insight into processes
- B) Facilitating digital transformation
- C) Increased efficiency
- D) Reducing employee numbers**

6. How does datafication help in understanding a business's strengths and weaknesses?

- A) By focusing solely on external market trends
- B) By transforming incomprehensible information into useful insights**
- C) By automating all decision-making processes
- D) By relying on intuition and guesswork

7. Why is digital transformation considered crucial for businesses in the current technological era?

- A) It is a brief trend that will pass
- B) It helps businesses stay competitive and relevant**
- C) It is only relevant for large corporations
- D) It leads to increased manual work

8. What is a prerequisite for leveraging the latest and high-end technologies according to the text?

- A) A large customer base
- B) Significant financial investment
- C) Information in the form of data**
- D) A strong physical infrastructure

9. Increased efficiency from datafication can lead to:

- A) Decreased profitability
- B) Higher earnings**
- C) Reduced resource utilization
- D) Complex operations

10. What is the main challenge highlighted regarding the enormous amount of data a company generates?

- A) There isn't enough data being generated
- B) It can be difficult to manage if essential steps are not taken**
- C) Data is not valuable
- D) Data is too easily accessible by competitors

11. Datafication makes it possible to manage data by ensuring it is:

- A) Deleted immediately after collection
- B) Stored in physical archives
- C) Organized properly**
- D) Only accessible by top executives

12. Which of these is NOT listed as an industry or department adopting datafication?

- A) Marketing and advertising
- B) Construction**
- C) Human resources (HR)
- D) Finance

13. How do social media platforms use datafication?

A) To limit user interaction

B) To deliver relevant content and ads

C) To reduce their online presence

D) To store only negative feedback

14. Financial institutions use datafication for what purpose related to clients?

A) To randomly assign loan approvals

B) To evaluate creditworthiness and risk

C) To increase interest rates for all

D) To eliminate the need for loans

15. What can human resources professionals identify in candidates using datafication?

A) Their favorite color

B) Their social security number

C) Skills in behaviors

D) Their preferred vacation spot

16. What is the classic definition of Big Data based on?

A) V1: Volume

B) V2: Velocity and Variety

C) V3: Volume, Velocity, and Variety

D) V4: Volume, Velocity, Variety, and Veracity

17. When does data become 'big' in terms of Volume?

A) When it can fit on a single smartphone

B) When it cannot fit on one computer anymore

C) When it is only a few gigabytes

D) When it is collected manually

18. What does 'Velocity' refer to in the context of Big Data?

A) The size of the data

B) The speed at which data is generated and moves

C) The different types of data

D) The accuracy of the data

19. Which of these is an example of a data type mentioned?

A) Smells

B) Textures

C) Clickstreams

D) Emotions

20. Primary data is collected:

- A) From existing databases
- B) By other researchers for their purpose
- C) For the first time through personal experiences or evidence**
- D) From public records only

21. Secondary data is described as:

- A) Original and unique data
- B) Data collected for the first time
- C) Second-hand data already collected and recorded by others**
- D) Data that is difficult to analyze