

Understanding Datafication and its Business Applications

Business Analytics · Practice Test · 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