

***Introduction to Management Science and Business
Analytics 7th edition Hillier Test Bank***

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Introduction to Management Science and Business Analytics

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CORRECT ANSWERS ARE
LOCATED IN THE 2ND HALF OF
THIS DOC.

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

- 1) A study team generally expected to solve a problem and implement that solution.
 - ☐ true
 - ☐ false
- 2) In general, a study team presents recommendations to management.
 - ☐ true
 - ☐ false
- 3) In addition to presenting one or more possible solutions to management, a study team should also report the assumptions and trade-offs associated with each solution.
 - ☐ true
 - ☐ false
- 4) The final decision about a solution to a problem is made by the study team.
 - ☐ true
 - ☐ false
- 5) Prescriptive analytics projects involve more extensive problem definition than predictive analytics projects.
 - ☐ true
 - ☐ false
- 6) The best analytics objectives are limited to a small portion of the organization to ensure focus.
 - ☐ true
 - ☐ false
- 7) Descriptive analytics is the process of analyzing data to increase understanding of what has happened in the past.
 - ☐ true
 - ☐ false
- 8) Descriptive analytics is only applicable to a small subset of firms.
 - ☐ true
 - ☐ false
- 9) A data warehouse is the storage system used to display the results of a descriptive analytics project.
 - ☐ true
 - ☐ false
- 10) Before gathering data, a project team should have a clear definition of the study objectives and evaluation criteria.
 - ☐ true
 - ☐ false
- 11) Because of standardization, it is rare for a project team to encounter problems with data formatting.
 - ☐ true
 - ☐ false
- 12) A collection of data is referred to as a dataset.
 - ☐ true
 - ☐ false

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- 13) The data corresponding to an individual entity in a collection of data is known as a variable.
- ☐ true
- ☐ false
- 14) A description of the variables in a collection of data is known as a data dictionary.
- ☐ true
- ☐ false
- 15) All variables in a data set must be numbers.
- ☐ true
- ☐ false
- 16) Categorical variables can only take on a small number of possible values.
- ☐ true
- ☐ false
- 17) Data cleaning is a manual task that can only be completed by a human operator.
- ☐ true
- ☐ false
- 18) After cleaning the data, the next step in descriptive analytics is to explore the data to see what useful knowledge it may provide.
- ☐ true
- ☐ false
- 19) Data exploration often makes use of visual tools such as scatter plots and pie charts.
- ☐ true
- ☐ false
- 20) Relationships among three or more variables are often explored using a single correlation coefficient.
- ☐ true
- ☐ false
- 21) Sorting and filtering are two ways to conduct data exploration.
- ☐ true
- ☐ false
- 22) Descriptive analytics has the dual goals of data familiarization and communication.
- ☐ true
- ☐ false
- 23) Predictive analytics is focused on providing estimates of what is likely to happen in the future.
- ☐ true
- ☐ false
- 24) Predictive analytics is viewed as a three-step process.
- ☐ true
- ☐ false
- 25) Predictive analytics is often referred to as data mining.
- ☐ true
- ☐ false
- 26) Predictive analytics makes use of preexisting data models, also known as algorithms.
- ☐ true
- ☐ false

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- 27) The k-nearest neighbors algorithm (KNN) predicts a customer's actions based upon the actions of those who live in the house next door.
- ☐ true
 - ☐ false
- 28) Predictive analytics uses two major categories of models – prediction models and classification models.
- ☐ true
 - ☐ false
- 29) A prediction model uses data to predict a yes-or-no outcome.
- ☐ true
 - ☐ false
- 30) A prediction model uses data to predict a numeric outcome.
- ☐ true
 - ☐ false
- 31) Predictive analytics attempts to generate a prediction for an outcome variable.
- ☐ true
 - ☐ false
- 32) Predictive analytics attempts to generate a prediction for an outcome variable by using a set of predictor variables as model inputs.
- ☐ true
 - ☐ false
- 33) In predictive analytics, it is important to use the same data for model development, model testing and predictions.
- ☐ true
 - ☐ false
- 34) In predictive analytics, a model that fits the data too precisely is exhibiting the undesirable trait known as overfitting.
- ☐ true
 - ☐ false
- 35) In predictive analytics, a more complex model is always preferred to a simpler model.
- ☐ true
 - ☐ false
- 36) One way to check if a model is overfitting is to partition the data into a training data set (to build the model) and a validation data set (to test the model).
- ☐ true
 - ☐ false
- 37) Once a predictive analytics model is tested, the model development step is complete.
- ☐ true
 - ☐ false
- 38) A lift chart shows the improvement offered by a model when compared to the previously determined best model.
- ☐ true
 - ☐ false

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- 39) In predictive analytics, models are often tested and refined several times before being deemed satisfactory.
- ☐ true
☐ false
- 40) The final step in predictive analytics is implementation.
- ☐ true
☐ false
- 41) Prescriptive analytics involves the use of decision models to recommend a course of action.
- ☐ true
☐ false
- 42) Prescriptive analytics follows the same five-step process as predictive analytics.
- ☐ true
☐ false
- 43) Prescriptive analytics makes use of decision models.
- ☐ true
☐ false
- 44) Decision models determine the best values for the constraints to optimize the decision variables.
- ☐ true
☐ false
- 45) Decision models are used to try to find the best values for the decision variables.
- ☐ true
☐ false
- 46) Decision models represent reality in full detail, without the need for any assumptions or simplifications.
- ☐ true
☐ false
- 47) Decision models often are developed as simple models, but become more complex as additional factors are added.
- ☐ true
☐ false
- 48) A decision model is successful only if it fully solves the problem without error or simplification.
- ☐ true
☐ false
- 49) Optimizing and satisficing are the same concept.
- ☐ true
☐ false
- 50) What-if analysis is the process of determining how a decision model's output might change if certain inputs were different.
- ☐ true
☐ false
- 51) Testing of decision models involves determining if the model can find a reasonably valid solution to the original problem.
- ☐ true
☐ false

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- 52) Model validation can only be performed using historical data.
- ☐ true
 - ☐ false
- 53) Once a model is validated it is ready for implementation.
- ☐ true
 - ☐ false
- 54) Model implementation may involve a training period where users learn how to use the model and its outputs.
- ☐ true
 - ☐ false
- 55) After model implementation, the project team should document the procedure management will need to apply the model.
- ☐ true
 - ☐ false
- 57) A study team's first task is usually to
- A) gather relevant data.
 - B) identify the key decision-makers.
 - C) study the relevant system.
 - D) present potential solutions to management.
- 58) Possible objectives for a decision model project include which of the following?
- A) Achieving satisfactory profits while satisfying other goals
 - B) Maximizing long-run profits
 - C) Maintaining stable profits
 - D) Increasing market share
 - E) All of the above
- 59) The first step in a descriptive analytics project is to
- A) gather and organize relevant data.
 - B) clean the data.
 - C) explore the data.
 - D) communicate performance information using visualization.

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

- 56) A study team normally
- A) consists of top-level managers.
 - B) works in an advisory capacity.
 - C) evaluates the study and its recommendations.
 - D) solves a problem in the way they determine is best.
 - E) All of the above.
- 60) A data warehouse is most likely to be used during which step of descriptive analytics?
- A) Gather and organize relevant data.
 - B) Clean the data.
 - C) Explore the data.
 - D) Communicate performance information using visualization.

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- 61) A collection of data gathered for a descriptive analytics project is known as a
- A) record.
 - B) variable.
 - C) outcome.
 - D) dataset.
- 62) Each entity (for example, a customer) in a dataset is represented with a
- A) record.
 - B) variable.
 - C) outcome.
 - D) model.
- 63) For a descriptive analytics project, a variable such as profit would most likely be treated as a(n) _____ variable.
- A) categorical
 - B) unknown
 - C) numerical
 - D) decision
- 64) For a descriptive analytics project, a variable such as nationality would most likely be treated as a(n) _____ variable.
- A) categorical
 - B) unknown
 - C) numerical
 - D) decision
- 65) The process of correcting and reformatting data prior to data visualization is known as
- A) data processing.
 - B) data cleaning.
 - C) data washing.
 - D) data management.
- 66) A common method of data cleaning is the ETL process, where ETL is an acronym for
- A) Extra Time Loading.
 - B) Enhanced Topic Linking.
 - C) Experience, Training and Logic.
 - D) Extract, Transform, and Load.
- 67) One common means of exploring the data is the
- A) Knowledge Discovery in Databases process.
 - B) Extract, Transform, and Load process.
 - C) Data Cleansing process.
 - D) Data Flagging process.
- 68) In the data exploring tasks, which of the following are commonly used techniques?
- A) Calculation of performance metrics
 - B) Sorting of data
 - C) Filtering of data
 - D) Calculation of summary statistics
 - E) All of the above
- 69) During data exploration, a wide variety of data visualization tools are available. Which of the following is NOT a data visualization technique?
- A) Scatter plots
 - B) Histograms
 - C) Summary statistics
 - D) Pie charts
 - E) All of the above are data visualization techniques

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- 70) Which of the following is(are) primary objective(s) of descriptive analytics?
1. Data familiarization
 2. Data gathering
 3. Communication
- A) I only
B) II only
C) III only
D) I and II only
E) I and III only
- 71) Predictive analytics is also known as
- A) data mining.
B) data cleaning.
C) data visualization.
D) data discovery.
E) prescriptive analytics.
- 72) In predictive analytics, the term "model" refers to
- A) a small, physical representation of the data.
B) a systematic procedure for applying an algorithm.
C) a subset of the data.
D) a data visualization technique.
E) All of the above.
- 73) The major categories of models in predictive analytics are
1. Classification models
 2. Prediction models
 3. Descriptive models
- A) I only
B) II only
C) III only
D) I and II only
E) I and III only
- 74) Which of the following statements about predictive analytics models is FALSE?
- A) Predictive models are used to predict a numeric outcome
B) Classification models are used to predict a yes-or-no outcome
C) Estimating future sales would require a predictive model
D) Predicting a customer's negative response would require a classification model
E) A predictive model would be used to predict whether or not a student might fail a course
- 75) A predictive model uses _____ to estimate future values of a(n) _____ variable.
- A) outcome variables, predictor
B) predictor variables, outcome
C) predictor variables, categorical
D) numeric variables, categorical
E) categorical variables, numeric
- 76) The predictive analytical technique that makes use of different datasets for model training and model validation is known as
- A) overfitting.
B) regression analysis.
C) data cleaning.
D) partitioning.
E) randomness.

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- 77) The modeling goal for predictive analytics is to
- A) effectively predict an outcome.
 - B) perfectly fit the historical data.
 - C) provide visualization of the historical data.
 - D) construct the simplest possible model.
 - E) describe the noise in the data.
- 78) During the validation of a predictive analytics model,
- A) a training partition is used to fine-tune the model.
 - B) a validation partition is used to test the model's performance.
 - C) a validation partition is used to train the model.
 - D) a training partition is used to test the model's performance.
 - E) None of the above.
- 79) In predictive analytics, the test and refine step
- A) makes use of tools such as confusion matrices and error reports.
 - B) generates metrics such as specificity and sensitivity.
 - C) may be repeated several times.
 - D) uses graphics such as lift charts.
 - E) All of the above.
- 80) A decision model
- A) is used in prescriptive analytics.
 - B) is used in predictive analytics.
 - C) describes the relationship between two variables.
 - D) is used to determine which type of data visualization to employ.
 - E) is used during the data cleaning process.
- 81) Which of the following is true about decision models used in prescriptive analytics?
1. Decision models are expressed mathematically
 2. Decisions to be made are represented with decision variables
 3. The performance measure is called a constraint
- A) I only
 - B) II only
 - C) III only
 - D) I and II only
 - E) I and III only
- 82) The most common type of decision model is the
- A) linear discussion model.
 - B) linear regression model.
 - C) linear programming model.
 - D) classification model.
 - E) multiple regression model.

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83) In prescriptive analytics, the most common approach is to

- A) start with a simple model and add features if needed.
- B) start with a complex model and remove unneeded features later.
- C) start with a simple model and avoid changes.
- D) start with a complex model and avoid changes.
- E) start with an intermediate model and add or remove features as needed.

86) In predictive analytics, model testing may involve

- A) reviewing the process and models for errors.
- B) comparing the problem definition with the model.
- C) checking the plausibility of model output.
- D) analyzing historical data to evaluate model performance.
- E) All of the above.

84) In prescriptive analytics, a common goal is to identify an optimal solution, which is

- A) a solution that isn't necessarily the best, but isn't the worst.
- B) the best feasible solution. TBEXAM.COM
- C) a solution that is easy to implement.
- D) the first solution identified.
- E) the best infeasible solution.

85) Post-optimality analysis is used to identify and describe

- A) alternate optimal solutions.
- B) satisficing solutions.
- C) possible implementation difficulties.
- D) possible changes to the optimal solution under different conditions.
- E) conditions that are likely to change in the real world.

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Answer Key

Test name: Chapter 02

- 1) FALSE
- 2) TRUE
- 3) TRUE
- 4) FALSE
- 5) TRUE
- 6) FALSE
- 7) TRUE
- 8) FALSE
- 9) FALSE
- 10) TRUE
- 11) FALSE
- 12) TRUE
- 13) FALSE
- 14) TRUE
- 15) FALSE
- 16) TRUE
- 17) FALSE
- 18) TRUE
- 19) TRUE
- 20) FALSE
- 21) TRUE
- 22) TRUE
- 23) TRUE
- 24) FALSE
- 25) TRUE
- 26) TRUE
- 27) FALSE
- 28) TRUE
- 29) FALSE
- 30) TRUE
- 31) TRUE
- 32) TRUE
- 33) FALSE
- 34) TRUE
- 35) FALSE
- 36) TRUE

- 37) FALSE
- 38) FALSE
- 39) TRUE
- 40) TRUE
- 41) TRUE
- 42) FALSE
- 43) TRUE
- 44) FALSE
- 45) TRUE
- 46) FALSE
- 47) TRUE
- 48) FALSE
- 49) FALSE
- 50) TRUE
- 51) TRUE
- 52) FALSE
- 53) FALSE
- 54) TRUE
- 55) FALSE
- 56) B
- 57) C
- 58) E
- 59) A
- 60) A
- 61) D
- 62) A
- 63) C
- 64) A
- 65) B
- 66) D
- 67) A
- 68) E
- 69) C
- 70) E
- 71) A
- 72) B
- 73) D
- 74) B
- 75) B
- 76) D

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- 77) A
- 78) B
- 79) E
- 80) A
- 81) D
- 82) C
- 83) A
- 84) B
- 85) D
- 86) E

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