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DIGITAL MARKETING INSTITUTE - CDMP8.0

CERTIFIED DIGITAL MARKETING PROFESSIONAL

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QUESTION NO: 1

The DAMA Wheel contains:

- A. Knowledge areas
- B. Data management deliverables
- C. Maturity model dimensions
- D. Data strategy initiatives
- E. Data management processes**

QUESTION NO: 2

Data management is the development, execution and supervision of plans, policies, programs and practices that deliver control, protect and enhance:

- A. The value of data and information assets
- B. Data and information assets
- C. The value of data assets
- D. Enterprise management capabilities
- E. The value of information assets**

QUESTION NO: 3

Knowledge area activities are classified into four categories. They are:

- A. Planning. Development. Control and Operations**
- B. Procurement. Development. Control and Operations
- C. Planning. Detailing. Control and Organizing
- D. Procurement. Detailing. Control and Organizing.
- E. Preparation. Detailing. Creating and Deployment

QUESTION NO: 4

The DMBok Environmental Factors hexagon' shows the relationship between:

- A. Inputs, activities and deliverables
- B. People, software and tools
- C. Business, application and technology architecture
- D. People, process and technology**
- E. DMBok knowledge areas

QUESTION NO: 5

Data and information are:

- A. Intertwined and depended on each other**
- B. Pillars of the modern organisational parthenon
- C. Completely separate things
- D. Representations of truth

E. Used only in the context of business intelligence

QUESTION NO: 6

Which of the following is NOT an approach to data valuation?

- A. What the data could be sold for
- B. Cost of obtaining and storing data
- C. Expected revenue from innovative uses of data
- D. Enterprise data modelling**
- E. Cost of replacing data if it were lost

QUESTION NO: 7

In the common enterprise architecture model coded BIAT, the 'I' stands for:

- A. Integration
- B. Information**
- C. Instance
- D. Interoperability
- E. Identification

QUESTION NO: 8

Information is created and used by:

- A. Applications
- B. Users
- C. Processes**
- D. Computers.
- E. Technology

QUESTION NO: 9

Adoption of a Data Governance program is most likely to succeed:

- A. When dictated by senior executives
- B. When the entire enterprise partaking at once
- C. With an incremental rollout strategy**
- D. When the CDO is a charismatic leader
- E. In 1 or 2 months with a large consulting team

QUESTION NO: 10

The Data Governance Steering Committee is best described as:

- A. The primary and highest authority responsible for the oversight and support of data governance activities**
- B. The representatives of data use on project steering committees
- C. The local or divisional council. Working under suspects of the CDO

- D. The community of interest, focused on specific subject areas or projects
- E. A burden to the agile delivery in a modern enterprise

QUESTION NO: 11

What area do you not consider when developing a data governance operating model?

- A. Cultural factors such as acceptance of discipline and adaptability to change
- B. The value of data to the organisation
- C. The business model – decentralized versus centralized
- D. Impact of regulation
- E. The availability of industry data models

QUESTION NO: 12

The purpose of data governance is to ensure that:

- A. Data is managed properly, according to policies and best practices
- B. Data is backed up every night
- C. Data will be understood by all stakeholders
- D. Data is available for other systems to use
- E. Data can be reported on by the business line

QUESTION NO: 13

An effective Data Governance communication program should include the following:

- A. A custom training program
- B. Regular newsletters
- C. All answers
- D. A Data Governance Portal
- E. Events that encourage informal networking

QUESTION NO: 14

The failure to gain acceptance of a business glossary maybe due to ineffective:

- A. Data Security
- B. Business Architecture
- C. Data Governance
- D. Metadata Management
- E. Content and Document Management

QUESTION NO: 15

The advantage of a decentralized data governance model over a centralized model is:

- A. The cheaper execution of data governance operations

- B. The common metadata repository configurations
- C. An increased level of ownership from decision making groups**
- D. Having a common approach to resolving data governance issues
- E. The easier implementation of industry data models

QUESTION NO: 16

Following the rollout of a data issue process, there have been no issues recorded in the Mat month. The reason for this might be:

- A. Staff staying back late to enter the issues into the system
- B. The denial of overtime requests
- C. There are no data issues in the enterprise
- D. Lack of credibility in the data governance process to effect changes**
- E. The automatic deletion of all issues in the database

QUESTION NO: 17

The implementation of data architecture exposes the transformation of data as it moves across the landscape. A common name for this concept is:

- A. Data lineage
- B. Data interfacing
- C. Data modelling
- D. Data discovery
- E. Extract, transformation and load**

QUESTION NO: 18

According to the ISO/IEC 42010:2007 software and systems engineering Architecture Description. Which of the following describes the definition of architecture:

- A. The fundamental rules for ensuring the information captured in the architected solutions is enforcing data quality and completeness
- B. The fundamental responsibility for delivering the best systems at the lowest cost
- C. The fundamental view of how the system should be built and how it will be maintained
- D. The fundamental collection of all artifacts that describes a system and how they work together
- E. The fundamental organisation of a system and the principles governing its design and evolution

QUESTION NO: 19

A data architecture team is best described as:

- A. An operational data provisioning group
- B. A strategic planning and compliance team**
- C. A well-managed project of architectural development
- D. A group of strong database administrators
- E. The authors of reference data

QUESTION NO: 20

Over a decade an organisation has rationalised implementation of party concepts from 48 systems to 3. This is a result of good:

- A. Data architecture and data governance**
- B. System rationalization and metadata management
- C. Data architecture and data warehousing
- D. Data quality and data governance
- E. Data operations and system rationalization

QUESTION NO: 21

A data architect is best deployed:

- A. To build the database solution
- B. During the early stages of a project to define and shape a strategic solution
- C. By project managers to sign off all data deliverables
- D. After the project completes to identify weaknesses and lessons learned
- E. To manage the delivery of all the data aspects of a program

QUESTION NO: 22

The deliverables for a data modelling process does not have to include:

- A. Lineage describing where the data came from
- B. Issues and outstanding questions
- C. Definitions for entities, attributes and relationships
- D. One or more diagrams
- E. The steps in the business process that use the data**

QUESTION NO: 23

Which of the following is not a type of data that is commonly modelled?

- A. Resource information
- B. Historical information
- C. Category information**
- D. Business Event information
- E. Detail transaction information

QUESTION NO: 24

The implementation of a Super Type - Sub Type' structure can use the following 2 options:

- A. Subtype Absorption and Supertype Partition
- B. Supertype Absorption and Subtype Partition
- C. Super Subtype Merge and Super Subtype Split
- D. Supertype Rollover and Subtype Rollunder
- E. Super Subtype Split and Super Subtype merge

QUESTION NO: 25

Data Models are critical to effective management of data, because they:

- A. Determine which style of data schema is used in a data warehouse
- B. Control the list of values in dropdown lists in applications
- C. Provide a common vocabulary around data
- D. Define the rules and approval mechanisms to make changes to the data structures
- E. Strategically prepare organisations to quickly evolve their products and services

QUESTION NO: 26

In a data model, domains can be used for:

- A. Reducing the amount of coding required in the database
- B. Public viewing of the data model
- C. Consistency and standardization of data values
- D. Consolidation of data into subject areas
- E. Separating concepts into business ideas

QUESTION NO: 27

A relationship that allows an address to be used by multiple people, and each person can have multiple addresses, can be resolved:

- A. By changing the primary keys on Person and Address to ensure referential integrity
- B. By changing the role names of the foreign keys on Person and Address to ensure referential integrity
- C. With an additional relationship the address usage
- D. With an associative entity called Person Address Usage and two, 'one to many' relationships
- E. With a partnership entity called Person Address usage and two, 'one to many' relationships.

QUESTION NO: 28

During the initial scoping of a project, a data model can be used to:

- A. Provide a clear definition of affected and non-affected data entities
- B. Identify detailed impact on all the tables in a database that must be changed
- C. Determine the impact of business processes and customer lifecycles
- D. Determine the security requirements for accessing the data
- E. Plan the structure of the metadata repository

QUESTION NO: 29

Significant operational issues have been caused by the implementation of a data model that represents a customer agreement as a ternary relationship between the enterprise, a customer, and their contact person. Which of the following describes the likely operational issue?

- A. Every time the contact persons changes, the customer agreement needs to be re-established.
- B. Every time the customer changes addresses the address for the contact person must changes as well.
- C. Every time the customer agreement was renewed, a new contact person record was required.
- D. In the event of a merger between enterprises, the contact person addresses need to be updated.
- E. Response time for retrieving the customer agreement degrades rapidly due to the lack of indexing.

QUESTION NO: 30

Database performance depends upon two independent Facets. These are:

- A. Distance to data center and network bandwidth
- B. Availability and speed
- C. Calendar O Choice of DBMS and programming Language
- D. Number of users and number of tables
- E. Hardware and network

QUESTION NO: 31

A primary business driver of data storage and operations is:

- A. Business continuity
- B. Business rules
- C. Hardware sales
- D. Business process optimization
- E. Business data modelling

QUESTION NO: 32

The goals of data storage and operations are:

- A. Managing availability, ensuring consistency and managing glossaries
- B. Managing availability, ensuring integrity and managing performance**
- C. Managing accessibility, ensuring authorized access and managing performance
- D. Managing user experience, ensuring data access and managing data lifecycles
- E. Managing user experience, ensuring consistency and managing glossaries

QUESTION NO: 33

Regulatory data retention requirements drive the need to keep data for set periods for:

- A. Alternate backup sources
- B. Historical reporting
- C. Customer analytics
- D. Submitting datasets to regulators
- E. Legal obligations**

QUESTION NO: 34

The best way to validate that a database backup is working, is to:

- A. Appoint a social DBA in charge of backups
- B. Check the size of the backup file
- C. Periodically recover from the backup file**
- D. Check (he backup logs every day
- E. Check for the automatic email notification of backup success

QUESTION NO: 35

When reviewing data access plans, sequential searching is slowing the database.

One way to fix this is:

- A. CorrvcrtnF.it to an in-memory database
- B. Adding more memory
- C. Reducing the number of database users
- D. Moving the database to the cloud
- E. Creating new indexes**

QUESTION NO: 36

An application uses a single service account for all database access. One of the risks of this approach is:

- A. The ability to trace who made changes to the data
- B. The data becomes out of order
- C. It constrains the application from running parallel processes
- D. The database runs out of threads
- E. The application freezes more often

QUESTION NO: 37

A database uses foreign keys from code tables for column values. This is a way of implementing:

- A. Master data
- B. Event data
- C. Reference data
- D. Temporal data
- E. Star schema data

QUESTION NO: 38

Primary drivers of data security activities are:

- A. Risk control and content management
- B. Data quality and intellectual property protection
- C. Glossary management and risk reduction
- D. Risk reduction and business growth
- E. Data protection and flexible database design

QUESTION NO: 39

Information security begins by classifying an organisation's data in order to:

- A. Identify which subject area the data belongs in
- B. Identify which data needs protection
- C. Identify metadata classification values.
- D. Identify which departments need more data
- E. Identify which Systems need better reporting

QUESTION NO: 40

Obfuscation of data is to:

- A. Put it in different databases
- B. Make the result clear
- C. Use synonyms for the same term
- D. Make it obscure or unclear
- E. Collect data from obscure sources

QUESTION NO: 41

HTTPS:// indicates that the website is:

- A. Equipped with an underlying database
- B. Equipped with a security layer**
- C. Equipped with 3rd party cookies
- D. Equipped with a content management system
- E. Equipped with a foreign language translator

QUESTION NO: 42

A denial of service attack is typically accomplished by

- A. Corrupting the user name and passwords
- B. flooding the target machine with superfluous requests**
- C. Emailing virus laden attachments
- D. A stop work action by the workforce
- E. Interrupting the mains electricity supply

QUESTION NO: 43

A security mechanism that searches for customer bank account details in outgoing emails is achieving the goal of:

- A. Ensuring stakeholder requirements for concise definitions and usage are met
- B. Ensuring stakeholder requirements for service design and experience are met
- C. Ensuring stakeholder requirements for openness and transparency are met
- D. Ensuring stakeholder requirements for response time and availability levels are met
- E. Ensuring stakeholder requirements for confidentiality and privacy are met**

QUESTION NO: 44

A DMZ is bordered by 2 firewalls. These are between the DMZ and the:

- A. Internet, for added security
- B. Internet and extranet
- C. Internet and internal systems**
- D. Internet and intranet
- E. Korean peninsula

QUESTION NO: 45

Compound authorization groups provide a means to:

- A. Encrypt sensitive transmissions of data
- B. Distract the data security officer

- C. Effectively prepare for data security audits
- D. Obfuscate a user's actual access to a system
- E. Precisely configure an individual's access to a system

QUESTION NO: 46

A document that stipulates the responsibilities and acceptable use of data to be exchanged is a:

- A. Project charter
- B. Interface contract
- C. Data sharing agreement
- D. Data model
- E. Data quality assessment

QUESTION NO: 47

In data integration, the goal of data discovery is to:

- A. Assign data glossary terms and canonical models
- B. Identify potential sources and perform high level assessment of data quality
- C. Assign data glossary terms and data formats
- D. Identify potential sources and assure data recovery processes are compliant
- E. Identify key users and perform high level assessment of data quality

QUESTION NO: 48

Mapping requirements and rules for moving data from source to target enables:

- A. Backups
- B. Transformation
- C. Load
- D. Extract
- E. Analysis

QUESTION NO: 49

The acronym ETL most commonly stands for:

- A. Extract transform Load
- B. Efficient Trace Logging
- C. Export Transform Log
- D. Extend Trim Load
- E. Extract Transper Leverage

QUESTION NO: 50

Implementing a services-oriented architecture will often use:

- A. ETL servers
- B. A data modelling tool
- C. A data lake
- D. An enterprise services bus**
- E. Data visualization tools

QUESTION NO: 51

The ability of a photo app to share its images with various social media applications, is an example of:

- A. Rendering
- B. Interoperability
- C. Replication
- D. Metadata
- E. Integration**

QUESTION NO: 52

The implementation of a Master Data Repository, which is integrated across the enterprise, is an example of which integration approach?

- A. Point In Point
- B. Publish and Subscribe
- C. Replication
- D. Change Data Capture
- E. Hub and Spoke**

QUESTION NO: 53

A 'Content Distribution Network' supporting a multi-national website is likely to use:

- A. A replication solution**
- B. A records disposal solution
- C. A database backup and restore solution
- D. An archiving solution
- E. An extract transform and load solution

QUESTION NO: 54

An umbrella term for any classification or controlled vocabulary is:

- A. Taxonomy
- B. Dictionary
- C. English

D. Data model

E. Metadata

QUESTION NO: 55

Users continue to use a shared drive instead of a new document management system. This may be due to:

A. The document management system is too expensive

B. Concurrent updates to the document are handled better by the shared drive

C. A failure to backup the shared drive

D. Concern about the ability to version documents

E. Onerous classification requirements when adding documents

QUESTION NO: 56

The addition of workflow to a content management system will:

A. Restructure an enterprise glossary

B. Enforce the controlled review and approval of database designs

C. Enable the controlled review and approval of documents

D. Implement a data warehouse landing zone

E. Allow the approval of system access requests

QUESTION NO: 57

The metadata structure for a content management system can be represented with a:

A. Data model

B. CRUD matrix

C. Process model

D. Authorization matrix

E. Mind map

QUESTION NO: 58

A workforce is locked out of a building due to a threat to personnel. The Business Continuity plan (BCP) is stored in the Document Management System (DMS).

Luckily:

A. The workforce are expendable

B. The data warehouse catalog is fully operational

C. The metadata repository holds the BCP

D. The document is printed and stored off site

E. The security policy includes such a scenario

QUESTION NO: 59

Master data is data about:

- A. Database structures and response time performance targets
- B. Business entities, e.g. products, customers, assets and locations**
- C. Business transactions, e.g., Financial transactions, enquiries and service call interactions
- D. Authority to grant access to data across an organisation
- E. Data values stored and displayed in uppercase

QUESTION NO: 60

Data that is required across business processes, areas and systems is called:

- A. Reference and master data**
- B. Event data
- C. Static data
- D. A data mart
- E. Important data

QUESTION NO: 61

One of the first steps in a master data management program is to:

- A. Decommission similar data collection systems
- B. Evaluate and assess data sources**
- C. Build multiple data marts
- D. Review data security protocols
- E. Secure funding for 20 years of operations

QUESTION NO: 62

When assessing tools to implement master data management solutions, functionality must include:

- A. Auto normalization features
- B. Sophisticated integration capability**
- C. Advanced analytics capabilities
- D. Document and content management
- E. Backup and receiver utilities

QUESTION NO: 63

When trying to integrate a large number of systems, the integration complexities can be reduced by:

- A. Clear business specification and priorities
- B. Tackling the largest systems first**

- C. The use of SQL
- D. The use of a common data model**
- E. Using data quality measures and targets.

QUESTION NO: 64

In order to gain endorsement to extend the use of reference and master data across the enterprise, a key supporting DMBOK knowledge area is:

- A. Document and Content Management
- B. Data Architecture
- C. Data Governance
- D. Data Storage and Operations
- E. Data Security**

QUESTION NO: 65

By comparing the system of record and systems of reference to each other, it is possible to:

- A. Construct time variant sequences
- B. Validate the consistency of the master data
- C. Validate the completeness of the master data
- D. Validate the accuracy of the master data**
- E. Update the core reference values

QUESTION NO: 67

The independent updating of data into a system of reference is likely to cause:

- A. Deadlocks in the database
- B. Master data inconsistencies
- C. Duplicate data
- D. Transaction data inconsistencies
- E. Reference data inconsistencies**

QUESTION NO: 66

In its broadest context, the data warehouse includes:

- A. An integrated data store, ETL logic and extensive data cleansing, routines
- B. Either an Inmon or Kimball approach
- C. Any data stores or extracts used to support the delivery for BI purposes**
- D. All the data in the enterprise
- E. Data stores and extracts that can be transformed into star schemas

QUESTION NO: 67

One of the key differences between operational systems and data warehouses is:

- A. Operational systems focus on historical data, data warehouses contain current data
- B. Operational systems focus on data quality data warehouses focus on data security
- C. Operational systems are available 24x7; data warehouses are available during business hours
- D. Operational systems focus on current data; data warehouses contain historical data**
- E. Operational systems focus on business processes; data warehouses focus on business strategies

QUESTION NO: 68

Critical to the incremental development of the data warehouse is:

- A. A strong incident management process**
- B. A agile development team
- C. The assurance to include velocity, variety and veracity measurement
- D. A strong release management process
- E. A strong capacity management process

QUESTION NO: 69

One of the difficulties when integrating multiple source systems is:

- A. Having, 3 data quality rule applicable to all source systems
- B. Maintaining documentation describing the data warehouse operation
- C. Completing the data architecture on time for the first release
- D. Modifying the source systems to align to the enterprise data model
- E. Determining valid links or equivalents between data elements**

QUESTION NO: 70

A data warehouse deployment with multiple ETL storage and querying tools often suffers due to the lack of:

- A. Integration of the dictionaries to achieve common understanding**
- B. Disk space on the big data platform
- C. Common data types in the source datasets
- D. Quality data modelers
- E. Conflict between software vendors

QUESTION NO: 71

A key feature of the Bill Inmon's approach to data warehousing is:

- A. A tight management of data dimensions
- B. A preference for supporting operational reporting

C. A normalised relational model to store and manage data

D. Its ability to operate on open source platform

E. An exclusive focus on star schemas and cubes

QUESTION NO: 72

The uncontrolled duplication of dimensions in a Kimball data warehouse is best controlled by:

A. Adapting the data architecture techniques supporting an Inmon style

B. Establishing approval processes after user testing and before implementation

C. Increased relevance data management in source system

D. Replacing the data modelling team

E. Establishing approval processes during requirements and design

QUESTION NO: 73

A design approach for managing the risk of errors in data marts is:

A. Purge the data in the data marts and reload from the data warehouse

B. Purge the data generally and reload from the best system

C. Purge the data in the source system and reload the data warehouse

D. Purge the data in the data warehouse and from the source systems

E. Purge the data in the data warehouse and copy back to the data mart

QUESTION NO: 74

The role of Metadata in Data Management is:

A. To provide effective decision making

B. To group common data concepts

C. To display appropriate data on screens and reports

D. To build a big data solution

E. To help organisations understand its data, its systems and its workflows

QUESTION NO: 75

Descriptive metadata describes a resource, enabling its identification and retrieval.

A. For example, a document has a number of pages, number of chapters and word count

B. For example, a record has version numbers, archive dates and purge dates

C. For example, a car has a wheel, an engine and a transmission

D. For example, a book has author, title and subject associated with it

E. For example, a lump of coal burns about 100 degrees and gives off carbon dioxide

QUESTION NO: 76

Where is the best place to find the following metadata: database table names, column names and indexes?

- A. Detailed business processes
- B. Security access authorisation
- C. Enterprise data model
- D. Logical data model
- E. Database catalogue

QUESTION NO: 77

Discovering and documenting metadata about physical data assets provides;

- A. Scoping boundaries of the data dictionary
- B. Effective project scope management
- C. An estimation of balance sheet value of enterprise data
- D. Information on how data is transformed as it moves between systems
- E. Insights into the temporal data quality

QUESTION NO: 78

How does metadata prevent the use of out-of-date data?

- A. By incorporating event data, such as updated data, in the data model
- B. By establishing governance policies on data currency
- C. It constructs views over current data
- D. It sends alerts to users when data becomes stale
- E. Associating of event data, such as updated date, with the data

QUESTION NO: 79

One of a business data steward's key responsibilities is to:

- A. Manage business process implementation
- B. Manage metadata
- C. Manage the availability of the business intelligence solution
- D. Manage data storage and operations
- E. Manage the calendar of the business data owner

QUESTION NO: 80

A catastrophic system failure due to processing attachments that are too large may be solved by:

- A. Associating attachment size with the attachment and changing the process to check the size is less than the upper limit
- B. Changing the network bandwidth to handle infinitely sized attachments

- C. compressing the attachment before sending it in an email
- D. Increasing the available memory the database
- E. Associating attachment date with the attachment and changing the process to check the date is less than 1 month old

QUESTION NO: 81

The disclosure of sensitive addresses may occur through:

- A. Software ignoring privacy tags on the data.
- B. Inappropriate use of photocopier toner
- C. Ineffective implementation of data architecture
- D. Cloud based databases
- E. Stored procedures being called directly

QUESTION NO: 82

A data quality program should limit its scope to:

- A. The data that changes most often
- B. All the data stored in the enterprise
- C. The data that is of interest to the Chief Executive Officer
- D. The data must critical to the enterprise and its customers
- E. The highest profile program with the best benefits

QUESTION NO: 83

Which of the following is NOT required to effectively track data quality incidents?

- A. An effective service level agreement with defined rewards and penalties
- B. An assignment process to appropriate individuals and teams
- C. A standard vocabulary for classifying data quality issues
- D. An operational workflow that ensures effective resolution
- E. A well-defined system of escalation based on the impact, duration, or urgency of an issue

QUESTION NO: 84

A business driver for the creation of a Data Quality Management program is:

- A. To assist in the consolidation of data warehouses and data lakes.
- B. To ensure the data quality team maintains maximum efficiency
- C. Improve time to market by reducing system development lifecycle time
- D. To reduce risks and costs associated with poor data quality
- E. To increase the probability of industry awards

QUESTION NO: 85

A Data Quality dimension is:

- A. A measurable feature or characteristic of data
- B. One aspect of data quality used extensively in data governance.**
- C. The value of a particular piece of data
- D. A core concept in dimensional modelling.
- E. A valid value in a list

QUESTION NO: 86

'Top down' and 'bottom up' data analysis and profiling is best done in concert because:

- A. It balances business relevance and the actual state of the data**
- B. It gets everyone involved
- C. Data quality tools are more productive when they are effectively configured
- D. It allows the profiler to show the business the true state of the data
- E. It gives something for the architects to do while the profilers get on with the work

QUESTION NO: 87

When a data quality team has more issues than they can manage, they should look to:

- A. Hire more people**
- B. Initiate data quality improvement cycles, focusing on achieving incremental improvements
- C. Delete any issue that is greater than 6 months old
- D. Implement data validation rules on data entry systems
- E. Establish a program of quick wins targeting easy fixes over a short time period

QUESTION NO: 88

A pensioner who was sent a \$100,000,000 electricity bill was a victim of poor data quality checks in which dimension?

- A. Timeliness
- B. Reasonableness
- C. Accuracy**
- D. Heuristics
- E. Precision

QUESTION NO: 89

Obfuscation or redaction of data is the practice of:

- A. Reducing the size of large databases
- B. Selling data
- C. Making information available to the public
- D. Organizing data into meaningful groups
- E. Making information anonymous or removing sensitive information

QUESTION NO: 90

Which DMBOK knowledge area is most likely responsible for a high percentage of returned mail?

- A. Data quality
- B. Reference and master data
- C. Metadata management
- D. Data integration and interoperability
- E. Data warehousing and business intelligence

QUESTION NO: 91

Obfuscation or redaction of data is the practice of:

- A. Reducing the size of large databases
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- C. Making information available to the public
- D. Organizing data into meaningful groups
- E. Making information anonymous or removing sensitive information

QUESTION NO: 92

One way of defining ethics is:

- A. Doing it wrong, and then expertly covering it up
- B. Doing it wrong and then apologizing
- C. Doing it wrong and failing to covering it up
- D. Doing it right when someone is looking
- E. Doing it right when no one is looking

QUESTION NO: 93

Consent is given when an organisation has:

- A. Captured and stored data in its database
- B. Been hacked and information about people has become public

C. Obtained permission from an individual for the collection, use or disclosure of personal information

D. Reviewed its current policies with its data governance committee

E. Published specific information about its policies and practices

QUESTION NO: 94

In data handling ethics, 'social licence' refers to the alignment between:

A. Stakeholder demands and technology deliverables

B. Public perception and published fact

C. Social and political decision metrics

D. Stakeholder expectations and the organisation

E. Society's needs and their right to access data

QUESTION NO: 95

A data architect is best deployed:

A. To build the database solution

B. During the early stages of a project to define and shape a strategic solution

C. By project managers to sign off all data deliverables

D. After the project completes to identify weaknesses and lessons learned

E. To manage the delivery of all the data aspects of a program

(NOTE: NO ANSWER FOR THESE QUESTIONS 7,24,18)