

Test Bank For

Business Analytics Data Analysis & Decision Making 8th Edition 2025 by S. Christian Albright, Wayne L. Winston

Chapter 1-19

Chapter 01: Introduction to Business Analytics

True / False

1. Data analysis includes data description, data visualization, data inference, and the search for relationships in data.
- a. True
 - b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-2 Overview of the Book

LEARNING OBJECTIVES: DADM_ALWI.25.01.02 -
To learn good spreadsheet practices so your spreadsheets can be understood by others.

NATIONAL STANDARDS: United States - BUSPROG: Analytic
United States - Descriptive Statistics

KEYWORDS: Bloom's: Remember

2. A relatively new aspect of business analytics is big data, which typically implies the analysis of the very large data sets that companies currently encounter.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-1 Introduction

LEARNING OBJECTIVES: DADM_ALWI.25.01.01 - To understand why the methods discussed in this book apply to all business people, not just the “quant jocks.”

NATIONAL STANDARDS: United States - BUSPROG: Analytic
United States - Descriptive Statistics

KEYWORDS: Bloom's: Remember

3. Although it is relatively easy to collect data, it can be more challenging to understand what the data mean.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-2 Overview of the Book

LEARNING OBJECTIVES: DADM_ALWI.25.01.02 -

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KEYWORDS: Bloom's: Understand

4. When we use simulation models to help make decisions, we do not deal with uncertainty, because we can carry out calculations and avoid performing inferences.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-2 Overview of the Book

LEARNING OBJECTIVES: DADM_ALWI.25.01.02 -

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United States - Descriptive Statistics

KEYWORDS: Bloom's: Understand

5. We must deal with uncertainty when we make inferences from data and search for relationships in data, or when we use decision trees to help make decisions.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-2 Overview of the Book

LEARNING OBJECTIVES: DADM_ALWI.25.01.02 -

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KEYWORDS: Bloom's: Understand

6. Spreadsheet models typically involve inputs, decision variables, and outputs.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-3 Introduction to Spreadsheet Modeling

LEARNING OBJECTIVES: DADM_ALWI.25.01.03 - To start learning Excel modeling skills, including several Excel functions that will be used throughout the book.

NATIONAL STANDARDS: United States - BUSPROG: Analytic

United States - Descriptive Statistics

KEYWORDS: Bloom's: Understand

7. Spreadsheet modeling is the process of entering the outputs into a spreadsheet and then relating them appropriately, by means of formulas, to obtain the decision variables.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-3 Introduction to Spreadsheet Modeling

LEARNING OBJECTIVES: DADM_ALWI.25.01.03 - To start learning Excel modeling skills, including several Excel functions that will be used throughout the book.

NATIONAL STANDARDS: United States - BUSPROG: Analytic

United States - Descriptive Statistics

KEYWORDS: Bloom's: Understand

8. A few ways to enhance the readability of a spreadsheet model are to use a clear, logical layout of the overall model, and to use clear headings for different sections of the model and for all inputs, decision variables, and outputs.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-3 Introduction to Spreadsheet Modeling

LEARNING OBJECTIVES: DADM_ALWI.25.01.03 - To start learning Excel modeling skills, including several Excel functions that will be used throughout the book.

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United States - Descriptive Statistics

KEYWORDS: Bloom's: Understand

Multiple Choice

9. The decision-making themes covered in *Business Analytics: Data Analysis and Decision Making* include which of the following?

a. Optimization techniques

b. Decision analysis with uncertainty

c. Structured sensitivity analysis

d. All of these choices

ANSWER: D

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-2 Overview of the Book
LEARNING OBJECTIVES: DADM_ALWI.25.01.04 - To learn the importance of sensitivity analysis and how it can be implemented in Excel with data tables.
NATIONAL STANDARDS: United States - BUSPROG: Analytic
United States - Descriptive Statistics
KEYWORDS: Bloom's: Remember

10. Which statement is *not* true?
- a. Dealing with uncertainty includes measuring uncertainty.
 - b. Dealing with uncertainty includes modeling uncertainty explicitly into the analysis.
 - c. Dealing with uncertainty includes eliminating uncertainty by using the normal probability distribution.
 - d. Dealing with uncertainty requires a basic understanding of probability.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-2 Overview of the Book

LEARNING OBJECTIVES: DADM_ALWI.25.01.02 -
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KEYWORDS: Bloom's: Remember

11. What is *not* one of the important themes of your *Business Analytics: Data Analysis & Decision Making* text?
- a. Data analysis
 - b. Dealing with uncertainty
 - c. Decision making
 - d. Data mining

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-2 Overview of the Book

LEARNING OBJECTIVES: DADM_ALWI.25.01.02 -
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United States - Descriptive Statistics

KEYWORDS: Bloom's: Remember

12. Data analysis includes
- a. data description.
 - b. data inference.
 - c. the search for relationships in data.
 - d. all of these choices.