

## **CHAPTER 7:**

# **DATABASE APPLICATIONS AND PRIVACY IMPLICATIONS**

### **Multiple Choice:**

1. Database programs can do all of the following EXCEPT:

- A. store and organize data.
- B. create graphics.
- C. communicate data.
- D. manage information.

**Answer: B**

2. A(n) \_\_\_\_\_ is a good comparison to a database.

- A. computerized file cabinet
- B. computerized typewriter
- C. office desktop
- D. computerized calculator

**Answer: A**

3. Database software is an example of a(n):

- A. DBA.
- B. application.
- C. desktop publishing program.
- D. operating system.

**Answer: B**

4. Advantages of databases include all of the following EXCEPT:
- A. easy to reorganize data.
  - B. easy to retrieve information.
  - C. easy to store large amounts of data.
  - D. easy to secure because information from the database cannot be printed

**Answer: D**

5. Software for organizing storage and retrieval of information is a(n):
- A. database.
  - B. database management system.
  - C. operating system.
  - D. data warehouse.

**Answer: B**

6. A collection of information stored in an organized form in a computer is a(n):
- A. database.
  - B. DBMS.
  - C. operating system.
  - D. utility.

**Answer: A**

7. A relational database is composed of one or more:
- A. directories.
  - B. tables.
  - C. folders.
  - D. DBMS.

**Answer: B**

8. In a database table, a \_\_\_\_\_ is a collection of data fields related to the same entity.

- A. vector
- B. query
- C. descriptor
- D. record

**Answer: D**

9. In a customer database table, all of the information for one customer is kept in a:

- A. field type.
- B. field.
- C. record.
- D. column.

**Answer: C**

10. In a customer database, a customer's surname would be keyed into a:

- A. row.
- B. text field.
- C. record.
- D. computed field.

**Answer: B**

11. The number of newspapers sold on May 30 would be kept in a \_\_\_\_\_ field.

- A. date
- B. numeric
- C. text
- D. key

**Answer: B**

12. Bringing data from a word processing program into a database program is known as:

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- A. exporting.
- B. batch processing.
- C. importing.
- D. mining.

**Answer: C**

**13.** Arranging all customer records in customer number order is an example of:

- A. querying.
- B. sorting.
- C. inquiring.
- D. filtering.

**Answer: B**

**14.** The following is an example of:

**Select Student\_ID From Students Where  
Major = Business and Credits >= 46**

- A. query language.
- B. BASIC language.
- C. HTML language.
- D. a spreadsheet formula.

**Answer: A**

**15.** PIM stands for:

- A. personal information manager.
- B. personal inquiry manager.
- C. personalized information management.
- D. program information management.

**Answer: A**

**16.** A(n) \_\_\_\_\_ combines data tables with geographic and demographic information.

- A. PIM

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- B. intranet
- C. SPSS
- D. GIS

**Answer: D**

17. A large corporation would use a \_\_\_\_\_ to keep records for many employees and customers along with all of its inventory data.
- A. GIS
  - B. spreadsheet program
  - C. PIM
  - D. database management system

**Answer: D**

18. \_\_\_\_\_ processing is used when a large mail-order company accumulates orders and processes them together in one large set.
- A. Interactive
  - B. Group
  - C. Real-time
  - D. Batch

**Answer: D**

19. When querying database on-line through the Internet, you use \_\_\_\_\_ processing.
- A. interactive
  - B. group
  - C. digitization
  - D. batch

**Answer: A**

**20.** In a client/server environment, the server:

- A. processes a query from a client and then sends the answer back to the client.
- B. cannot be used to access a corporate data warehouse.
- C. must be a CRM system.
- D. must be within 100 meters of all client computers in the network.

**Answer: A**

**21.** Data mining is:

- A. batch processing using files stored on a mainframe computer.
- B. locating trends and patterns in information kept in large repositories of data
- C. querying databases used by the mining industry.
- D. creating a database warehouse from many smaller databases.

**Answer: B**

**22.** \_\_\_\_\_ is the standard query language for relational databases.

- A. SQL
- B. CRM
- C. PIM
- D. XML

**Answer: A**

**23.** The act of accessing data about other people through credit card information, credit bureau data, and public records and then using that data without permission is known as:

- A. identity theft.
- B. personal theft.
- C. data mining.
- D. Big Brother crime.

**Answer: A**

24. “Big Brother” means:

- A. helpful customer service rep.
- B. IBM.
- C. big, powerful, and intrusive government.
- D. future supercomputer (currently, under development).

**Answer: C**

25. The individual right to privacy in the U.S.:

- A. is not granted to the citizens and permanent residents under the current law.
- B. is extended by the federal government at the discretion of the government.
- C. is protected by First Amendment of the U.S. Constitution.
- D. is partially protected by 4th and 9th Amendments of the U.S. Constitution.

**Answer: D**