

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 **Reference:** The Electronic File Cabinet

Difficulty: Easy

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 **Reference:** The Electronic File Cabinet

Difficulty: Easy

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

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

Answer: B **Reference:** Database Anatomy

Difficulty: Easy

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 **Reference:** What Good is a Database? **Difficulty:** Moderate

5. Software for organizing storage and retrieval of information is a(n):

- A. database.
- B. database program.
- C. operating system.
- D. data warehouse.

Answer: B **Reference:** Database Anatomy **Difficulty:** Moderate

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 **Reference:** Database Anatomy **Difficulty:** Moderate

7. A relational database is composed of one or more:

- A. directories.
- B. tables.
- C. folders.
- D. DBMS.

Answer: B **Reference:** What Makes a Database Relational **Difficulty:** Easy

8. In a database table, a _____ is a collection of data fields.

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

Answer: D **Reference:** Database Anatomy

Difficulty: Easy

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 **Reference:** Database Anatomy

Difficulty: Easy

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 **Reference:** Database Anatomy

Difficulty: Easy

11. In a database, a _____ field shows results of calculations performed on data in other numeric fields.

- A. configured
- B. concatenated
- C. key
- D. computed

Answer: D **Reference:** Database Anatomy

Difficulty: Moderate

12. The number of newspapers sold on May 30 would be kept in a _____ field.

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

Answer: B **Reference:** Database Anatomy

Difficulty: Moderate

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

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

Answer: C **Reference:** Database Operations

Difficulty: Easy

14. _____ is perusing data in a database as if looking through pages in a notebook.

- A. Browsing
- B. Mining
- C. Scrubbing
- D. Cleansing

Answer: A **Reference:** Browsing

Difficulty: Easy

15. When looking for a specific patient in a hospital's database, _____ is more efficient than browsing.

- A. surfing
- B. keying
- C. scrubbing
- D. querying

Answer: D **Reference:** Database Queries

Difficulty: Easy

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

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

Answer: B **Reference:** Sorting Data

Difficulty: Easy

17. An ordered list of specific records and specific fields printed in an easy-to-read format is known as a(n):

- A. query.
- B. sort.
- C. inquiry.
- D. report.

Answer: D **Reference:** Printing Reports, Labels, and Form Letters

Difficulty: Easy

18. The process of _____ would be used when sending data from a database to a word processor so that mailing labels could be produced.

- A. exporting
- B. sorting
- C. mining
- D. querying

Answer: A **Reference:** Printing Reports, Labels, and Form Letters

Difficulty: Moderate

19. Database queries must be:

- A. contiguous.
- B. unambiguous.
- C. contoured.
- D. batched.

Answer: B **Reference:** Complex Queries

Difficulty: Moderate

20. 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 **Reference:** Complex Queries

Difficulty: Moderate

21. PIM stands for:

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

Answer: A **Reference:** Personal Information Managers

Difficulty: Easy

22. A(n) _____ combines data tables with demographic information.

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

Answer: D **Reference:** Directories and Geographic Information Systems **Difficulty:** Easy

23. A _____ manipulates data in a large collection files and cross references those files.

- A. DBA
- B. GIS
- C. PIM
- D. DBMS

Answer: D **Reference:** From File Managers to Database Management Systems

Difficulty: Moderate

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24. 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 **Reference:** From File Managers to Database Management Systems **Difficulty:** Moderate

25. For a customer database, a good choice of key field would be:
- A. address.
 - B. customer ID.
 - C. phone number.
 - D. last name.

Answer: B **Reference:** From File Managers to Database Management Systems **Difficulty:** Moderate

26. A key field must:
- A. uniquely identify a record.
 - B. be used to connect two tables in the database.
 - C. be located in a minimum of three tables.
 - D. be common and used in many records.

Answer: A **Reference:** From File Managers to Database Management Systems **Difficulty:** Moderate

27. In a(n) _____, data from more than one table can be combined.
- A. key field
 - B. relational database
 - C. file manager
 - D. XML

Answer: B **Reference:** What Makes a Database Relational? **Difficulty:** Moderate

28. _____ 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 **Reference:** Real-Time Computing **Difficulty:** Challenging

29. When making an airline reservation through the Internet, you use _____ processing.
- A. interactive
 - B. group
 - C. digitization
 - D. batch

Answer: A **Reference:** Real-Time Computing **Difficulty:** Moderate

30. Producing invoices once a month is an example of _____ processing.
- A. interactive
 - B. digitization
 - C. real-time
 - D. batch

Answer: D **Reference:** Real-Time Computing **Difficulty:** Moderate

31. In a typical client/server environment, the client can be any of the following EXCEPT a:
- A. desktop computer.
 - B. mainframe.
 - C. PDA.
 - D. notebook.

Answer: B **Reference:** Downsizing and Decentralizing **Difficulty:** Moderate

32. 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 **Reference:** Downsizing and Decentralizing

Difficulty: Moderate

33. _____ is connectivity software that hides the complex interaction between client and server computers and creates a three-tier design separating actual data from the programming logic used to access it.

- A. CRM
- B. XML
- C. Middleware
- D. Firmware

Answer: C **Reference:** Downsizing and Decentralizing

Difficulty: Moderate

34. Data mining is:

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

Answer: B **Reference:** Data Mining

Difficulty: Moderate

35. _____ is a new, powerful data description language used to construct web pages as well as access and query databases using the Internet.

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

Answer: D **Reference:** Databases and the Web

Difficulty: Moderate

36. A CRM system organizes and tracks information on:

- A. consulates.
- B. computer registers.
- C. customers.
- D. privacy violations.

Answer: C **Reference:** Databases and the Web

Difficulty: Moderate

37. In an object-oriented database, every object is an instance of a

- A. table
- B. field
- C. class
- D. record.

Answer: C **Reference:** Object-Oriented Databases

Difficulty: Challenging

38. When a person uses language like ordinary English to query a database, it is known as a(n) _____ language query.

- A. HTML
- B. object-oriented
- C. natural
- D. XML

Answer: C **Reference:** Natural Language Databases

Difficulty: Easy

39. 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 **Reference:** Personal Data: All About You

Difficulty: Easy

40. An aspect of the USA Patriot Act is the requirement that when presented with appropriate warrants:
- A. citizens must submit to lie detector tests upon request.
 - B. companies must turn over their employees' military records.
 - C. libraries must turn over their patrons' records.
 - D. foreigners must be fingerprinted when entering the US.

Answer: C **Reference:** The Privacy Problem

Difficulty: Moderate

41. One disadvantage of data mining is that it:
- A. accumulates so much data that it is difficult to use efficiently.
 - B. bypasses virus checking.
 - C. generates few results.
 - D. produces graphs and reports, no straight-forward data.

Answer: A **Reference:** Privacy and Security: Finding a Balance

Difficulty: Moderate

Fill in the Blank:

42. A(n) _____ is a collection of information stored electronically.

Answer: database

Reference: The Electronic File Cabinet

Difficulty: Easy

43. A(n) _____ field shows results of a calculation done using values in other numeric fields.

Answer: computed

Reference: Database Anatomy

Difficulty: Moderate

44. A(n) _____ is a collection of related information stored in a database program.

Answer: table

Reference: Database Anatomy

Difficulty: Easy

45. In a university database table, all of the information for one student (e.g. student ID, name, address) would be stored in one _____.

Answer: record

Reference: Database Anatomy

Difficulty: Moderate

46. In a university database, a course name would be stored as a(n) _____ type field.

Answer: text

Reference: Database Anatomy

Difficulty: Moderate

47. In a university database, a student's birth date would be stored in a(n) _____ type field.

Answer: date **Reference:** Database Anatomy **Difficulty:** Moderate

48. In _____ view, the database program shows the data one record at a time.

Answer: form **Reference:** Database Anatomy **Difficulty:** Moderate

49. Bringing a list of names and addresses from a Word document into a database program is called _____ data.

Answer: importing **Reference:** Database Operations **Difficulty:** Easy

50. A request for information from a database that can be saved and reused later is known as a(n) _____.

Answer: stored query **Reference:** Database Queries **Difficulty:** Moderate

51. To arrange students in a university database table in alphabetical order, the user must perform a(n) _____ on the database.

Answer: sort **Reference:** Sorting Data **Difficulty:** Moderate

52. A typical SQL statement filters the _____ of a database, thereby presenting only those that meet the criteria given.

Answer: records **Reference:** Database Queries **Difficulty:** Moderate

53. A specialized database program that can store addresses and phone numbers, keep a calendar, and set alarms is known as a(n) _____.

Answer: PIM **Reference:** Personal Information Managers **Difficulty:** Moderate

54. DBMS stands for _____.

Answer: database-management system **Reference:** From File Managers to Database Management Systems
Difficulty: Easy

55. A(n) _____ combines tables of data with demographic information.

Answer: GIS **Reference:** Directories and Geographic Information Systems
Difficulty: Moderate

56. GIS stands for _____.

Answer: geographical information system **Reference:** Directories and Geographic Information Systems
Difficulty: Moderate

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57. PIM stands for _____.

Answer: personal information manager **Reference:** Personal Information Managers **Difficulty:** Moderate

58. Because it is a unique identifier for a book, an ISBN number would be an example of a(n) _____ field used in a library database table.

Answer: key **Reference:** Beyond the Basics: Database Management Systems **Difficulty:** Moderate

59. In a(n) _____ database, changes in one file are automatically reflected in other files.

Answer: relational **Reference:** What Makes a Database Relational? **Difficulty:** Moderate

60. Timesheet transactions collected and used to update payroll files once a week, is an example of _____ processing.

Answer: batch **Reference:** Real-Time Computing **Difficulty:** Moderate

61. In _____ computing, users can view and change data online.

Answer: real-time or interactive **Reference:** Real-Time Computing **Difficulty:** Moderate

62. _____ databases spread data across networks on several different computers.

Answer: Distributed **Reference:** Downsizing and Decentralizing **Difficulty:** Moderate

63. In client/server computing, connectivity software can also be called _____.

Answer: middleware **Reference:** Downsizing and Decentralizing **Difficulty:** Moderate

64. In a client/server environment, a desktop computer is known as the _____.

Answer: client **Reference:** Downsizing and Decentralizing **Difficulty:** Easy

65. Some large companies keep all of their corporate data in an integrated data repository called a data _____.

Answer: warehouse **Reference:** Downsizing and Decentralizing **Difficulty:** Easy

66. Data _____ is used to find hidden predictive information in databases.

Answer: mining **Reference:** Data Mining **Difficulty:** Challenging

67. Data _____ uses artificial intelligence and statistical methods to find trends and patterns in data.

Answer: mining **Reference:** Data Mining **Difficulty:** Moderate

68. A CRM system tracks information on _____.

Answer: customers **Reference:** Databases and the Web **Difficulty:** Moderate

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69. A company's self-contained network that uses a search engine and Web browser is called a(n) _____.

Answer: intranet

Reference: Databases and the Web

Difficulty: Moderate

70. _____ databases store objects instead of records.

Answer: Object-oriented

Reference: Object-Oriented Databases

Difficulty: Easy

71. Using software to search for and replace data that contains errors is called _____.

Answer: data scrubbing or cleansing

Reference: Databases and the Web

Difficulty: Moderate

72. Since the _____ Act was passed, libraries and bookstores can be required to turn over their customer records to the FBI.

Answer: USA Patriot

Reference: The Privacy Problem

Difficulty: Moderate

73. The Children's Online Privacy Protection Act requires Internet-based businesses to obtain parental consent before collecting information from children under _____ years of age.

Answer: thirteen

Reference: The Privacy Problem

Difficulty: Moderate

Matching:

74. Match the following Federal Acts to their meanings:

- | | |
|---|---|
| I. Family Education Rights and Privacy Act | A. easier for FBI to collect information about individuals |
| II. USA PATRIOT Act | B. "I was denied for credit! I demand to see the report." |
| III. Privacy Act of 1974 | C. parents must give consent if an Internet-based business wishes to collect data from children under 13 years of age |
| IV. Fair Credit Reporting Act of 1970 | D. students can access and correct educational records |
| V. Freedom of Information Act of 1966 | E. video stores cannot give out customer rental records |
| VI. Video Privacy Protection Act | F. federal agencies must provide your information to you |
| VII. Children's Online Privacy Protection Act | G. "I'd like to look at the court records of Joe Smith." |

Answers: D, A, F, B, G, E, C **Reference:** The Privacy Problem

Difficulty: Moderate

75. Match the following five terms to their meanings:

- | | |
|--------------------|--|
| I. data mining | A. integrated corporate data kept in a central repository |
| II. data warehouse | B. language used to program complex database queries |
| III. XML | C. process that locates hidden predictive information in large databases |
| IV. SQL | D. software used to manipulate a large collection of data |
| V. DBMS | E. data description language designed for database access on the Web |

Answers: C, A, E, B, D **Reference:** Multiple Locations

Difficulty: Moderate