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QUESTION 1

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Correct Answer: B

QUESTION 2

Which of the following is probably not a good candidate for Operations Analysis? Someone who is:

- A. Having difficulty dealing with large volumes of machine data
- B. Unable to perform complex real-time analysis
- C. Looking to extend the data warehouse
- D. Unable to perform root cause analysis

Correct Answer: C

QUESTION 3

Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.

- A. Structured External
- B. Structured Internal
- C. Unstructured Internal
- D. Unstructured - External

Correct Answer: B

QUESTION 4

IBM Data Warehouse solutions include Cloud and Software but not Appliance.

- A. True



B. False

Correct Answer: B

QUESTION 5

The main buyer who holds the budget for an enhanced 360 view solution and an operational analysis solution is:

A. IT

B. LOB

C. CEO

D. None of the above

Correct Answer: D

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