



SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER TWO
END OF SEMESTER EXAMINATION
ALTERNATE

COURSE CODE : **BUS221**
COURSE TITLE : **Introduction to Digital Business and
Economy**
LECTURER(S) : **Devernant Joseph**
DATE :
TIME :
DURATION : **75 Mins**
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- Write your ID number on the question paper.
- This paper has 40 questions.
- Circle the correct answer on the answer sheet provided.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

Instructions: Circle the letter a, b, c, or d that carries the best response on the answer sheet provided.

- 1 One of the best ways to mitigate the ethical concerns arising from the use of personal data is to:

A) do not publish any aspect of personal data
B) secure no data
C) anonymize the data
D) not collect personal data
- 2 The approach to education that focuses on the hard sciences, develops critical thinking skills, and improves problem solving abilities is referred to as _____.

A) STEM
B) digital transformation
C) kinesthetic learning
D) machine learning
- 3 The process which turns a whole object into thousands of tiny little slices, then makes it from the bottom-up, slice by slice is referred to as _____.

A) 3D printing
B) Digital transformation
C) Step by step printing
D) Algorithm
- 4 Siri is Apple's personal assistant that communicates using speech synthesis (voice recognition). The application is powered by ____?

A) smart computers
B) logics
C) artificial intelligence
D) cloud computing
- 5 Which of the following is a formal definition of a developing country?

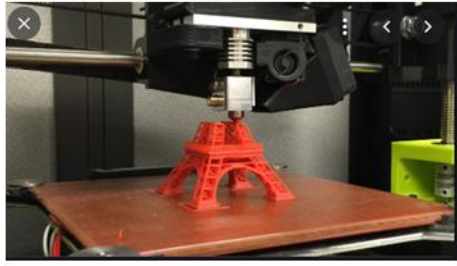
A) A developing country is a country with a less developed industrial base and a low Gross National Products (GDP) per capita relative to other countries
B) A developing country is a country with a less developed industrial base and a low Human Development Index (HDI)
C) A developing country is a country with a low Human Development Index (HDI) relative to other countries
D) A developing country is a country with a less developed industrial base relative to other countries
- 6 Data mining allows you to do all of the following except _____.

A) sift through all the chaotic and repetitive noise in your data
B) understand what is relevant and then make good use of that information to assess likely outcomes
C) learn about machine
D) accelerate the pace of making informed decisions
- 7 Human-like intelligence displayed by software and/or machines is referred to as _____.

A) robots
B) artificial intelligence
C) computers
D) programming

- 8 The ultimate goal of data protection is _____?
- A) To prevent hackers from accessing data
 - B) To control data usage
 - C) The timely availability of unspoiled data
 - D) To control information
- 9 In the broadest sense, the term _____ encompasses everything connected to the internet.
- A) Digital technologies
 - B) Digital transformation
 - C) Smart computers
 - D) Internet of things
- 10 When considering the Human Development Index (HDI), which of the following statement is true?
- A) The health dimension is assessed by physical fitness
 - B) The education dimension is measured by mean of years of schooling for adults aged 25 years and more and expected years of schooling for children of school entering age
 - C) The standard of living dimension is measured by salary level
 - D) The standard of living dimension is measured by Gross Nation Product (GDP) per capita
- 11 All of the following are reasons a business may be established except ____?
- A) produce a good
 - B) provide a service
 - C) to distribute products
 - D) to foster commercial competition
- 12 One of the MAJOR concerns of the digital economy is:
- A) online dating
 - B) artificial intelligence
 - C) cloud computing
 - D) digital privacy
- 13 Machine learning is the subset of _____ that involves the study and use of algorithms and statistical
- A) data mining
 - B) artificial intelligence
 - C) cloud computing
 - D) big data
- 14 Which of the following is not a principle of data ethics?
- A) Incorporate transparency and accountability
 - B) Artificial intelligence
 - C) Data minimization
 - D) Ensure data integrity
- 15 All of the following are components of the internet, except _____.
- A) routers
 - B) servers
 - C) algorithm
 - D) cables

16 What process is being undertaken in the picture below?



- A) Machine learning
 - B) Algorithm
 - C) Data mining
 - D) 3D printing
- 17 When considering the Human Development Index (HDI), which of the following statements is true for the standard of living dimension?
- A) It is measured by the minimum wage
 - B) It is measured by average salary level
 - C) The standard of living dimension is measured by GDP per capita
 - D) The standard of living dimension is measured by gross national income per capita
- 18 All the following are ongoing deficits in the digital ecosystem except ____?
- A) slow pace in adopting new technologies
 - B) regulatory frameworks, data privacy, and digital security are still in infancy stages
 - C) high pass-through broadband costs to consumers
 - D) market liberalization and fiber-optic infrastructure upgrades
- 19 A country with a less developed industrial base and a LOW Human Development Index (HDI) relative to other countries is defined as:
- A) a developing country
 - B) a developed country
 - C) a less than developed country
 - D) a middle income country
- 20 All of the following are opportunities of the digital economy except ____?
- A) decreased communications
 - B) enhanced output
 - C) increase productivity
 - D) digitization of government services
- 21 Algorithms that can learn from data to make predictions is referred to as ____.
- A) smart computers
 - B) logics
 - C) 5G
 - D) machine learning
- 22 When researchers choose only the data that supports their own hypothesis, this is referred to as?
- A) Outliers
 - B) Confirmation bias
 - C) Over representation
 - D) Under representation

- 23 Data Privacy is sometimes referred to as ____.
- A) information privacy
 - B) data security
 - C) data storage
 - D) data retention
- 24 Which of the following is not a characteristics of a developing country?
- A) Low per capita real income
 - B) High rates of unemployment
 - C) Primary commodity export dependence
 - D) Highly diversified economy
- 25 The Human Development Index (HDI) is a summary measure of average achievement in key dimensions of human development, which includes all of the following except ____.
- A) a long and healthy life
 - B) being knowledgeable
 - C) a decent standard of living
 - D) a salary at or above the minimum wage
- 26 The process used by companies to turn raw data into useful information is referred to as ____.
- A) cloud computing
 - B) machine learning
 - C) data mining
 - D) artificial intelligence
- 27 Security becomes an important element in protecting the data from external and internal threats but also when determining what digitally stored data can be shared and with whom.
- A) True
 - B) True, but sharing is not a consideration
 - C) False
 - D) False, only external threats matter
- 28 Machine learning is used in Banking and Finance for:
- i Risk management
 - ii Making investments predictions
 - iii Algorithmic trading etc
- A) i, ii, iii
 - B) ii and iii only
 - C) i only
 - D) i and ii only
- 29 All of the following are examples of bias in data except ____.
- A) probability selection
 - B) selection bias
 - C) outlier
 - D) confirmation bias

- 30 Encryption, threat monitoring, access control, authentication: all fall under _____.
A) data storage
B) data protection
C) data security
D) data mining
- 31 _____ is a term that describes large volume of data – both structured and unstructured data.
A) data mining
B) cloud computing
C) artificial intelligence
D) big data
- 32 Which of the following is not a common use of cloud computing?
A) Algorithm
B) Data backup
C) Disaster recovery
D) Cloud storage
- 33 _____ is not a category of data protection.
A) Traditional data protection
B) Data security
C) Data mining
D) Data privacy
- 34 Which principle involves ensuring that data collection and practices are open and explainable to stakeholders?
A) Incorporate transparency and accountability
B) Ensure data integrity
C) Respect persons behind the data
D) Follow the law
- 35 Which is NOT a digital business model?
A) Freemium
B) Market place
C) Use instead of buy
D) Shared assets
- 36 What is an algorithm?
A) A set of instructions designed to perform a specific task
B) A component of the internet
C) An area in mathematics
D) Sequence in a logical process
- 37 What is one of the primary economic contributions of AI?
A) Limiting innovation to specific industries
B) Reducing the need for skilled labor across industries
C) Increasing productivity and efficiency in sectors like finance, healthcare and manufacturing
D) Enhancing entertainment experiences exclusively

- 38 Which of the following is a significant impact of IoT?
- A) Creating inefficiencies in resource utilization
 - B) Focusing exclusively on environmental sustainability without economic benefits
 - C) Limiting market expansion due to high implementation costs
 - D) Reducing operational costs and optimizing processes through real-time data collection
- 39 A vehicle of sensing its environment and operating without human involvement is referred to as ____.
- A) Artificial intelligence
 - B) Machine learning
 - C) Autonomous vehicle
 - D) Smart vehicle
- 40 How is social media transforming the creator economy and social commerce?
- A) By limiting user engagement to professional networks only
 - B) By focusing solely on traditional advertising methods
 - C) By negatively impacting consumer financial stability and brand reputation
 - D) By integrating e-commerce into platforms

END OF EXAMINATION