

WESTERN GOVERNORS UNIVERSITY (WGU) BUS2770 D467 EXPLORING DATA PRACTICE EXAM (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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1. Which database design practice aims to minimize redundancy and ensure data integrity in a relational database?
 - A. De-duplication
 - B. Normalization
 - C. Denormalization
 - D. Standardization
2. Fill in the blank: Data professionals use data ____ to handle issues related to internal and external data flows while ensuring data assets are formally managed.
 - A. Data Catalog
 - B. Governance
 - C. Governance Framework
 - D. Data Lineage
3. Fill in the blank: A data analyst working on a marketing project uses the SQL command ____ to add a row for a recent product lead to their organization's database.
 - A. insert into
 - B. update
 - C. delete
 - D. select
4. Within the LEN function, what is placed inside the parentheses?
 - A. range
 - B. data
 - C. syntax
 - D. parameter
5. Which data security measure ensures data remains unreadable to unauthorized users without a decryption key?
 - A. Encryption
 - B. Tokenization
 - C. Hashing
 - D. Backups

- 6. Which file name follows formatting conventions?**
- A. salesreport_2021
 - B. Sales-Report-21
 - C. SalesReport2021
 - D. SalesReport_2021
- 7. Fill in the blank: If a dataset contains missing values, this is indicated by the term used to denote unknown data.**
- A. NaNs
 - B. Nulls
 - C. Zeros
 - D. Outliers
- 8. What term describes selecting a subset of the population to draw conclusions about the whole?**
- A. Census
 - B. Population parameter
 - C. Using a sample
 - D. Randomized trial
- 9. Which of the following is an objective of verification?**
- A. To impute missing values.
 - B. To confirm that the data collected and cleansed will address the original purpose.
 - C. To transform data into a standardized format.
 - D. To encrypt data for privacy.
- 10. In a data table, which component stores the attributes describing each entity?**
- A. Rows
 - B. Cells
 - C. Columns
 - D. Keys

Answers

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1. B
2. B
3. A
4. A
5. A
6. D
7. B
8. B
9. B
10. D

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Explanations

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1. Which database design practice aims to minimize redundancy and ensure data integrity in a relational database?

- A. De-duplication
- B. Normalization**
- C. Denormalization
- D. Standardization

Normalization is the practice of organizing a relational database to minimize redundancy and ensure data integrity by splitting data into related tables and defining clear keys. By separating data into logical tables—such as customers, orders, and order_items—and linking them with primary and foreign keys, updates, deletions, and insertions occur in one place, reducing the risk of inconsistent information spread across the database. This structure prevents update anomalies (where changes must be made in multiple places), insert anomalies (avoiding the need to store repetitive data to add a new item), and delete anomalies (avoiding losing related data unintentionally). For example, keep customer details in a separate table and reference customers from the orders table via a customer_id. If a customer's address changes, you update it in one place, and all related orders reflect the correct information. Denormalization, by contrast, adds redundancy deliberately to improve read performance but reintroduces potential inconsistencies. De-duplication is a broader data-cleaning concept, not specific to relational design for guarding data integrity, and standardization focuses on consistent formats and naming rather than the structural organization that minimizes redundancy.

2. Fill in the blank: Data professionals use data _____ to handle issues related to internal and external data flows while ensuring data assets are formally managed.

- A. Data Catalog
- B. Governance**
- C. Governance Framework
- D. Data Lineage

Data governance is the practice of setting up and enforcing policies, roles, and standards to manage data as an asset. It oversees how data is collected, stored, shared, and protected across internal and external flows, ensuring data assets are formally managed, quality and privacy requirements are met, and accountability is clear. The phrase fits because governance covers the overarching rules and processes for data handling, not just how data is discovered (data catalog), traced (data lineage), or the structural model for governance (governance framework). A data catalog helps locate and understand data assets, but it doesn't by itself govern usage or flows. Data lineage shows where data came from and how it transformed, useful for transparency but not the broad management of data as an asset. A governance framework provides the structure for governance, but the daily practice of managing data assets and their flows is the governance itself.

3. Fill in the blank: A data analyst working on a marketing project uses the SQL command _____ to add a row for a recent product lead to their organization's database.

A. insert into

B. update

C. delete

D. select

Insert into is the SQL command used to place a new row into a table. When a data analyst needs to add a recent product lead, they insert a new record with the lead's details into the leads table. The syntax typically looks like INSERT INTO table_name (col1, col2, ...) VALUES (val1, val2, ...). This is different from UPDATE, which changes existing rows; DELETE, which removes rows; and SELECT, which reads data. Since the goal is to add a new lead, INSERT INTO is the appropriate command.

4. Within the LEN function, what is placed inside the parentheses?

A. range

B. data

C. syntax

D. parameter

Inside the LEN function's parentheses goes the text you want to measure—the data argument. This can be a text string like "Hello" or a reference to a cell that contains text, such as A1. A single LEN call expects one text value, so passing a range (multiple cells) isn't appropriate for one result; if you need lengths for multiple items, apply LEN to each item separately. For example, LEN("data") yields 4, and LEN(A1) returns the number of characters in the content of cell A1.

5. Which data security measure ensures data remains unreadable to unauthorized users without a decryption key?

A. Encryption

B. Tokenization

C. Hashing

D. Backups

Protecting data so that only someone with the right key can read it is about encryption. Encryption takes readable data and transforms it into ciphertext using an algorithm and a key. Without the decryption key, the ciphertext appears as meaningless data, so unauthorized users cannot understand it. When someone with the key wants to access the original information, they decrypt the ciphertext back to plaintext. Hashing is different because it's a one-way transformation: you can't reliably recover the original data from the hash, so it's not about unreadability with a decryption key. Tokenization replaces sensitive data with non-sensitive tokens and relies on a separate vault to map tokens back to the original data, not on a decryption key. Backups are copies for recovery and aren't inherently about making data unreadable unless they're encrypted, which is an additional measure.

6. Which file name follows formatting conventions?

- A. salesreport_2021
- B. Sales-Report-21
- C. SalesReport2021
- D. SalesReport_2021**

When naming files, readability, consistency, and clear versioning matter. The best choice uses an underscore to separate words and places a four-digit year after the descriptive part, so the name reads as two clear pieces: the content and the time frame. This makes the file easy to read at a glance, easy to sort chronologically, and safe across systems that don't handle spaces well. The capitalization helps distinguish the words, which improves scanning quickly. The other options fall short in one way or another: all lowercase reduces immediate readability, a missing separator between the words and the year makes parsing harder, and using a two-digit year can be ambiguous for future reference.

7. Fill in the blank: If a dataset contains missing values, this is indicated by the term used to denote unknown data.

- A. NaNs
- B. Nulls**
- C. Zeros
- D. Outliers

Missing values are indicated by the term this dataset uses to denote unknown data: nulls. Nulls show that there is no recorded value for a field, meaning the data is missing or unknown. This is different from zeros, which are actual numeric values, and from outliers, which are values that lie far from the rest of the data. In some contexts you might see NaN used to represent missing or invalid numbers, but the general label for unknown data in a dataset or database is nulls.

8. What term describes selecting a subset of the population to draw conclusions about the whole?

- A. Census
- B. Population parameter**
- C. Using a sample
- D. Randomized trial

Sampling is choosing a subset of the population to draw conclusions about the whole. A census would study everyone, not a subset. A population parameter is the true value describing the entire population (the actual mean, proportion, etc.), which we try to estimate from the sample. A randomized trial is a study design that assigns treatments randomly, not about selecting a subset for inference. So, the term that describes selecting a subset to draw conclusions about the whole is sampling. For example, surveying 500 students to estimate the average GPA of all students uses a sample to infer the population mean.

9. Which of the following is an objective of verification?

- A. To impute missing values.
- B. To confirm that the data collected and cleansed will address the original purpose.**
- C. To transform data into a standardized format.
- D. To encrypt data for privacy.

Verifying data is about making sure the data you end up with actually serves the original goal of the analysis or decision. It asks: does the collected and cleaned dataset align with what you set out to accomplish, including covering the right scope and staying true to the needed context so the results will be meaningful for the purpose? This perspective matters because you can clean and standardize data, or handle missing values, or even encrypt it, yet still end up with a dataset that doesn't address the intended question or decision. Verifying ensures the data collection and cleaning steps produced a dataset fit for its use. For example, if the goal is to evaluate customer satisfaction over a particular quarter, verification checks that the data include responses from that quarter, the right satisfaction metrics, and no changes in how questions were asked that would bias the results. The other activities—imputing missing values, standardizing formats, or encrypting data—are important, but they don't by themselves confirm that the data will address the original purpose.

10. In a data table, which component stores the attributes describing each entity?

- A. Rows
- B. Cells
- C. Columns
- D. Keys**

Attributes describing each entity are stored in columns. Each column represents one attribute (like name, age, or email) and holds that attribute's value for every entity (row) in the table. Rows identify the individual entities, and the cell at the intersection of a row and a column holds the specific value. Keys exist to uniquely identify rows, not to store attributes.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://wgu-bus2770d467.examzify.com>

We wish you the very best on your exam journey. You've got this!

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