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## QUESTION 1

A database or data warehouse that allows a decision maker to conduct the intelligence phase of decision making is called:

- A. Data Management Module
- B. Data Modeling Module
- C. Data Information Module
- D. Data Processing Module

Correct Answer: A

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## QUESTION 2

An unincorporated business association of two or more persons to carry out a particular business enterprise for profit is known as:

- A. Speculation
- B. Business enterprise
- C. Joint venture
- D. None of the above

Correct Answer: C

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## QUESTION 3

Movement of products, negotiation, ownership, information, and promotion through each participant in the marketing channel is called:

- A. Market ownership flow
- B. Marketing management channels
- C. Flows in marketing channels
- D. Logistics in marketing channels

Correct Answer: C

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## QUESTION 4

What contains the notion of who is responsible for updating each part of the database and descriptions or names of the people who are authorized to access the different parts of the database?

- A. Data schema
- B. Data definition
- C. Data dictionary
- D. Data glossary

Correct Answer: C

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## QUESTION 5

Stock issued to owners is referred to as:

- A. Capital stock
- B. Owner stock
- C. Proprietor stock
- D. Principal stock

Correct Answer: A

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