Multiple Choice (1-10)

1. **Which of the following is NOT a dimension of data quality?**
   a) Accuracy
   b) Timeliness
   c) Visibility
   d) Completeness
   Answer: c) Visibility

2. **What does "data completeness" refer to?**
   a) Data that is always correct
   b) Data that is timely
   c) Data that has all required fields and values
   d) Data that follows business rules
   Answer: c) Data that has all required fields and values

3. **Which of these best defines "data accuracy"?**
   a) Data that looks good in a report
   b) Data that reflects real-world conditions correctly
   c) Data that is frequently updated
   d) Data that contains no null values
   Answer: b) Data that reflects real-world conditions correctly

4. **Which tool is commonly used for data profiling?**
   a) Excel
   b) SQL Server
   c) Talend
   d) Google Docs
   Answer: c) Talend

5. **What is the first step in improving data quality?**
   a) Data cleansing
   b) Data visualization
   c) Data profiling
   d) Data encryption
   Answer: c) Data profiling

6. **Which of the following best describes "data governance"?**
   a) Encrypting data
   b) Backing up data
   c) Managing the availability, usability, and security of data
   d) Formatting data
   Answer: c) Managing the availability, usability, and security of data

7. **Data deduplication is a technique used to:**
   a) Encrypt sensitive information
   b) Remove redundant data

c) Back up databases
d) Create data visualizations
Answer: b) Remove redundant data

8. **Which of the following is a consequence of poor data quality?**
   a) Improved analytics
   b) Better decision-making
   c) Customer dissatisfaction
   d) Reduced compliance risk
   Answer: c) Customer dissatisfaction

9. **What does the term "data lineage" refer to?**
   a) The ownership of data
   b) The security level of data
   c) The history of data from origin to current state
   d) The future use of data
   Answer: c) The history of data from origin to current state

10. **Which role is typically responsible for maintaining data quality in an organization?**
    a) Front-end developer
    b) Data steward
    c) UX designer
    d) Software tester
    Answer: b) Data steward

True/False (11-15)

11. **Data quality is only important in large organizations.**
    Answer: False

12. **Timely data is always high-quality data.**
    Answer: False

13. **Standardization helps maintain consistency across datasets.**
    Answer: True

14. **Data profiling involves analyzing data to understand its structure and quality.**
    Answer: True

15. **Data cleansing only involves removing errors from data.**
    Answer: False (It may also involve correcting, enriching, and transforming data.)

Short Answer (16-20)

16. **What is a data quality rule?**
    Answer: A condition that defines expected patterns or values in data to ensure its quality.

17. **Name two tools commonly used for data quality assessment.**
    Answer: Examples: Talend, Informatica, Microsoft Data Quality Services, OpenRefine.

18. **What is the main goal of data quality management?**
    Answer: To ensure that data is accurate, complete, consistent, timely, and relevant for its intended use.

19. **Why is metadata important in data quality?**
    Answer: It provides context and meaning to data, helping users understand structure, source, and usage.

20. **Give one example of how poor data quality can impact a business.**
    Answer: Sending marketing emails to incorrect or outdated addresses, resulting in poor customer experience and wasted resources.