

**CIPS Level 6 – Professional Diploma in
Procurement and Supply
Module 7 – Commercial Data Management**

SAMPLE EXAM QUESTIONS

OBJECTIVE RESPONSE QUESTIONS AND ANSWERS

The correct answer will be identified as [key]

Q1. CLT Technology Solutions (CLTTS) is a rapidly growing business with worldwide operations. In recent years its data storage capacity requirements have increased dramatically, but despite this it has found a relatively straightforward and flexible solution for most of its requirements. How has CLTTS solved this requirement?

- a. Cloud storage
- b. Additional hard drive storage
- c. Network attached storage
- d. Optical drive storage

LO: 1

AC: 1.1

Q2. The speed of retrieval of data and overall performance of systems will be determined mostly by which of the following?

- 1. Central processing unit (CPU)
- 2. Basic input output system (BIOS)
- 3. Extensible mark-up language (XML)
- 4. Random access memory (RAM)

- a. 1 and 2
- b. 3 and 4
- c. 2 and 3

d. 1 and 4

LO: 1

AC: 1.1

Q3. An IT manager at Digital Data Storage Group has been tasked to find a method of improving the confidentiality of data. They are proposing to introduce the use of encryption. Will this achieve their goal?

- a. No, encryption is a method of security not confidentiality
- b. No, there is nothing that can be done in this respect

c. Yes, encryption is a method of improving data confidentiality

d. Yes, but encryption cannot usually be applied to digitally stored data

LO: 3

AC: 3.2

Q4. Householders Insurance (HI) sells a wide range of insurance products to consumer customers, providing policies for properties, household contents, holidays and a wide range of vehicles. A few years ago HI invested in new systems technology and now the whole business is driven by data collection, storage and analysis. Its challenges have been due to the need to store all types of data including text, speech and video. It has also been challenged by the growing number of customers and transactions. HI's main challenges relating to data are:-

1. Velocity
2. Volume
3. Variety
4. Versions

a. 1 and 2

b. 2 and 3

c. 3 and 4

d. 1 and 4

LO: 1

AC: 1.1

Q5. Ensuring data integrity is a key goal for organisations. To meet this goal, systems development must ensure that all data is maintained in such a way as to ensure which of the following? That the data held is always: Select ALL that apply.

a. reliable

b. recent

c. accurate

d. brief

e. relevant

f. timebound

g. uncorrupted

LO: 3

AC: 3.1

Q6. A legal advisor is reviewing five separate cases relating to intellectual property rights and considering the supporting non-disclosure agreement (NDA) documentation.

Case 1 relates to a range of literary works including books, plays, art and photography. The advisor is considering a clause which spells out what information is not to be disclosed.

Case 2 involves a product invention. The advisor is considering a clause to state when the agreement will end and precisely for how long the confidential information must remain confidential.

Case 3 involves a case relating to a piece of music. The parties are in different countries and so the advisor is considering a clause which makes it clear which country's laws will apply.

Case 4 relates to a product name and its logo. The clause under consideration relates to the requirements in respect of how the parties might share any confidential information with other parties.

Case 5 relates to the appearance of a product in particular its specific shape and decoration. The clause under consideration relates to precisely who is involved in the confidentiality agreement.

You are required, for each case, to identify the area of intellectual property rights and recommend a clause within a typical NDA.

Choose from these options and drag and drop your answers into the table below. [10]

You will need to use some options more than once

Area of intellectual property rights	Clause within NDA
Copyright	Definition
Patent	Duration
Registered design	Jurisdiction
Trademark	Parties
	Permitted use

Case	Area of intellectual property rights	Clause within NDA
1		
2		
3		
4		
5		

[KEY]

Case	Area of intellectual property rights	Clause within NDA
1	Copyright	Definition
2	Patent	Duration
3	Copyright	Jurisdiction
4	Trademark	Permitted use
5	Registered design	Parties

LO: 2

AC: 2.1

Q7. International Hotel Inc (IHI) operates a network of hotels in 78 countries. IHI has more than 3 million customer records, including sensitive data such as names and addresses, and in some case 'stored' credit card information. Its Chief Information Officer (CIO) has been tasked by the board to conduct an urgent review as one of its competitors has recently experienced a major security breach which was well publicised in the media. The board's primary concern relates to potential cyber crime where IHI's customers are the primary target and could suffer personally. In response the CIO has already taken steps and introduced what they believe to be a robust solution. The CIO is also investigating a recent incident when IHI is aware of a hacking attempt. The hacker managed to successfully access some of IHI's customer data records. In addition to the obvious breach of client confidentiality, the marketing department which is the main user of this data has raised its own business-related concerns. To address marketing's concerns a new contingency and business continuity arrangement is in place, where all data is now also stored off-site each day.

The marketing department is in discussion with the CIO about its broader data requirements. It is keen to easily and quickly gather data about the experience of customers and in particular any possible service improvements. The marketing department has an idea about a likely good source of this data.

i) Which of the following is an example of the board's primary concern?

a. Identity theft

b. Data integrity

c. Data masking

d. Corrupted storage

ii) Which of the following is likely to have been the CIO's solution to address the board's primary concern?

a. Additional processing

b. Anti-malware software

c. Scalable storage

d. Blockchain services

iii) The marketing department's concerns are likely to be driven by which of the following?

a. Data variety

b. Increasing IT costs

c. The reliability of the data

d. Client product needs

iv) The best source of data for the marketing department's needs is likely to be:

a. online surveys

b. hotel room feedback sheets

c. social media

d. feedback to reception staff

v) Which of the following is the CIO's solution to the marketing department's concerns?

a. Responsible data handling

b. Fully encrypted data

c. Anti-counterfeiting software

d. Data back-up

LO1:- iv

LO 3:- i, ii, iii, v

AC 3.1: - i, ii

AC 3.2:- iii, v

AC 1.2:- iv