

Dama

DQ-1220

DAMA Data Quality Specialist



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Question: 1

In Data Modelling, the generalization of the concept of person and organisation into a party enables:

- A. Faster implementation into packages that use the same vocabulary
- B. The implementation of relationships between persons and organisations
- C. Greater security as users are unaware if this party is a person or an organisation
- D. Single person organisations to be managed consistently
- E. Them to act in roles in agreements, shared address usages and common interaction processes

Answer: E

Explanation:

The Party pattern generalizes Person and Organization under a common supertype so that both can participate consistently in shared business relationships and processes. The major benefit is that persons and organizations can act in roles in agreements, share address structures, and participate in common interaction processes, making option E correct.

For example, a Customer, Supplier, Account Holder, Employee, or Contracting Party may be either a person or an organization. Without the Party abstraction, separate relationships may need to be constructed repeatedly for Person and Organization. With Party, common concepts such as Agreement, Address, Contact Point, Role, and Interaction can reference a single generalized entity.

This is particularly relevant to Master Data Management because Party is a common enterprise modelling pattern for Customer, Supplier, and related master-data domains. It supports entity resolution while preserving distinctions between individuals and organizations through subtype structures.

From a Data Quality perspective, the approach improves consistency by reducing duplicated relationship definitions and business rules. However, governance must still establish subtype-specific requirements—for example, organization registration identifiers versus personal names and dates of birth.

The abstraction is therefore primarily about reusable semantic relationships and roles, not security concealment or faster package implementation.

Question: 2

Following the rollout of a data issue process, there have been no issues recorded in the first month. The reason for this might be:

- A. The automatic deletion of all issues in the database
- B. There are no data issues in the enterprise
- C. Lack of credibility in the data governance process to effect changes
- D. The denial of overtime requests
- E. Staff staying back late to enter the issues into the system

Answer: C

Explanation:

A complete absence of reported issues immediately after introducing an enterprise Data Issue process is more likely to indicate lack of confidence in the governance process than genuinely flawless enterprise data. The certification material explicitly identifies lack of credibility in the process's ability to effect change as the plausible explanation.

Effective issue management depends on organizational trust. Employees need to believe that documenting an issue will lead to triage, ownership, escalation, root-cause investigation, remediation, and appropriate communication. If previous problems disappeared into a queue without action—or if raising defects creates organizational friction—users may simply stop reporting them.

DAMA-DMBOK2 treats Data Governance implementation as an organizational-change challenge rather than a purely procedural exercise. Governance must demonstrate authority, responsiveness, transparency, and measurable outcomes to establish credibility.

For Data Quality, issue volumes must also be interpreted carefully. “Zero issues reported” is not equivalent to “zero defects.” Complementary evidence should come from profiling, automated monitoring, quality metrics, user feedback, reconciliation, and operational outcomes.

Management should investigate reporting barriers, communicate resolved cases, establish clear escalation paths, and demonstrate that identified problems produce tangible improvements.

Question: 3

The DMBOK 'Environmental Factors hexagon' shows the relationship between:

- A. Inputs, activities and deliverables
- B. People, process and technology
- C. People, software and tools
- D. DMBOK knowledge areas
- E. Business, application and technology architecture

Answer: B

Explanation:

The DAMA-DMBOK2 Environmental Factors Hexagon illustrates the relationship between People, Process, and Technology. It provides a visual key for interpreting the Knowledge Area Context Diagrams and emphasizes that effective Data Management depends on the coordinated interaction of these three dimensions.

DMBOK2 places Goals and Principles at the center of the hexagon because they guide how people perform activities and how technology is selected and used. People-related factors include roles, responsibilities, organization, and culture. Process-related factors include activities, techniques, and methods. Technology-related factors include tools and the mechanisms that support Data Management deliverables.

This model is especially relevant to Data Quality. A profiling or cleansing platform alone cannot establish sustainable quality. The organization also needs accountable Data Owners and Data Stewards, repeatable issue-management and improvement processes, business-defined rules, and governance

mechanisms. Conversely, well-designed processes will fail if supporting technologies cannot monitor or enforce required controls.

Option A relates more closely to the structure of DMBOK Knowledge Area Context Diagrams. The DAMA Wheel represents the Knowledge Areas, while the Environmental Factors Hexagon specifically emphasizes the People–Process–Technology relationship.

Question: 4

Adoption of a Data Governance program is most likely to succeed:

- A. With an incremental rollout strategy
- B. When the entire enterprise is partaking at once
- C. When dictated by senior executives
- D. When the CDO is a charismatic leader
- E. In 1 or 2 months with a large consulting team

Answer: A

Explanation:

DAMA-DMBOK2 recommends an incremental implementation strategy for Data Governance because governance introduces changes in accountability, decision rights, standards, processes, and organizational behaviour. Attempting an enterprise-wide implementation immediately creates unnecessary cultural and operational risk.

The implementation guidance is explicit that most governance rollout strategies are incremental, commonly beginning with a significant initiative such as Master Data Management or with a particular region, business unit, or domain. Enterprise-wide deployment as the initial step is described as uncommon.

Incremental implementation provides several control advantages. The organization can validate roles and decision mechanisms, establish stewardship practices, prove business value, refine policies, develop metrics, and correct weaknesses before expanding the governance framework. This aligns closely with Data Quality management, where organizations normally prioritize Critical Data Elements and high-value domains rather than attempting to measure and remediate every data element simultaneously. Executive sponsorship is important, but a mandate alone does not produce sustainable adoption. Likewise, individual leadership charisma cannot substitute for operating processes, accountability, metrics, and change management. A short consultant-driven exercise also conflicts with DAMA's treatment of governance as an ongoing organizational capability.

Incremental rollout therefore offers the strongest mechanism for embedding governance permanently while demonstrating measurable value.

Question: 5

The implementation of a 'Master Data Repository', which is integrated across the enterprise, is an example of which integration approach?

- A. Hub and Spoke
- B. Replication

- C. Change Data Capture
- D. Publish and Subscribe
- E. Point to Point

Answer: A

Explanation:

An enterprise Master Data Repository serving multiple applications is a classic Hub-and-Spoke integration pattern. In this architecture, shared information is consolidated physically or virtually in a central hub, while participating applications interact with that hub rather than building a separate direct interface to every other application.

DAMA-DMBOK2 explicitly identifies Master Data Management hubs, Data Warehouses, Data Marts, and Operational Data Stores as familiar examples of data hubs. The hub-and-spoke model reduces the proliferation of point-to-point interfaces and can provide a consistent enterprise view of shared data. This architecture is particularly appropriate for MDM because customer, product, supplier, location, or other master entities often need to be standardized, matched, governed, and redistributed across many systems. The central hub can apply survivorship rules, reference mappings, stewardship decisions, and quality controls before distributing trusted values.

Replication and Change Data Capture are techniques for moving or detecting changes in data, but neither describes the overall interaction topology. Publish-subscribe may operate alongside an MDM hub as a distribution mechanism, but the enterprise repository itself represents the hub within a hub-and-spoke architecture.

Question: 6

Profiling reveals that an Age field has a minimum value of -7 and a maximum value of 263. What should the Data Quality team do first?

- A. Delete both records immediately
- B. Treat the observations as potential exceptions and investigate the governing business rules
- C. Increase the database datatype range
- D. Replace both values with the dataset average

Answer: B

Explanation:

The values should first be treated as potential exceptions requiring investigation. Profiling identifies anomalies; it does not automatically prove that every unusual value is incorrect or specify the appropriate remediation.

Negative age and 263 years are highly improbable for a conventional person-age attribute, suggesting a validity or reasonableness defect. However, the Data Quality team should confirm the business definition, unit of measure, derivation logic, source mappings, special-value conventions, and intended population before changing the records.

Blindly replacing values with an average introduces fabricated data and destroys traceability. Deleting the records may also remove legitimate information elsewhere in the record. Increasing the datatype range addresses technical storage rather than semantic correctness.

A disciplined Data Quality process moves from profiling to rule validation, issue assessment, root-cause analysis, remediation, and monitoring. The business rule may ultimately specify an acceptable age range, but that rule should be governed and documented rather than inferred from individual anomalies.

Metadata is essential because it should describe whether Age is stored directly, calculated from Date of Birth, or encoded using another convention.

Question: 7

A business driver for the creation of a Data Quality Management program is:

- A. Improve time-to-market by reducing system development lifecycle time
- B. To ensure the data quality team maintains maximum efficiency
- C. To increase the probability of industry awards
- D. To assist in the consolidation of data warehouses and data lakes
- E. To reduce risks and costs associated with poor data quality

Answer: E

Explanation:

A primary business driver for establishing a Data Quality Management program is to reduce the risks and costs associated with poor-quality data. DAMA-DMBOK2 treats low-quality data as a direct source of operational cost and organizational risk. The Chapter 13 business drivers include increasing the value of organizational data, reducing risks and costs caused by poor quality, improving efficiency and productivity, and protecting organizational reputation.

Poor-quality data generates both visible and hidden costs. Examples include rework, manual correction, incorrect invoices, failed customer interactions, regulatory exposure, inappropriate decisions, integration delays, missed opportunities, and reputational damage. DMBOK2 further emphasizes that low-quality data represents cost and risk rather than value, making Data Quality management necessary throughout the data lifecycle.

A formal DQ program addresses these consequences through defined requirements, profiling, measurement, root-cause analysis, corrective and preventive action, monitoring, and governance. The purpose is therefore broader than making the DQ team efficient or supporting a specific technology initiative such as warehouse consolidation.

The economic and risk-reduction argument also provides the strongest basis for executive sponsorship because improvements can be linked directly to measurable business outcomes.

Question: 8

The goal of data governance is to enable an organisation to manage data as an asset. To achieve this, the DG programs must be:

- A. Able to register the data asset with the financial controller to ensure it is managed like all other assets
- B. Fixed to achieve a successful outcome in a defined time period
- C. Represented by finance during the process for acquiring and disposing of the data asset
- D. Sustainable, to be created as an ongoing practice with leadership, sponsorship and ownership

E. Able to assign a dollar value to a data asset in order to determine the appropriate cost-to-investment ratio for budgeting purposes

Answer: D

Explanation:

DAMA-DMBOK2 explicitly states that a Data Governance program must be sustainable. Governance is not a temporary implementation project that ends after policies, committees, or stewardship roles are established. It is an ongoing organizational capability requiring continuing leadership, sponsorship, ownership, decision rights, and operational integration.

The DMBOK2 governance guidance describes sustainable governance as “sticky”: it must survive beyond its initial implementation and become embedded in normal business and Data Management practices.

Sustainable governance depends specifically on business leadership, sponsorship, and ownership.

This distinction matters for Data Quality because quality improvement is likewise continuous. New applications, data sources, business processes, regulatory requirements, and transformations continually create new risks. Governance must therefore continue assigning accountability, approving definitions and quality rules, resolving cross-domain disputes, and overseeing remediation.

Options focused on financial registration or assigning a dollar value confuse data-as-an-asset thinking with formal accounting treatment. Data valuation can support investment decisions, but it is not a prerequisite for Data Governance. Likewise, treating governance as a fixed-duration initiative contradicts the operating model described by DAMA.

Question: 9

How is Data Governance defined?

- A. Evaluation of the current state of critical data management activities in order to plan for improvement
- B. Data governance assists in representing information consistently and protecting sensitive information
- C. Set of interdependent functions, each with its own goals, activities, and responsibilities.
- D. Exercise of the authority and control over the management of data assets.
- E. Planning, implementation, and control activities for lifecycle management of data and information found in any form or medium

Answer: D

Explanation:

DAMA-DMBOK2 defines Data Governance as the exercise of authority and control over the management of data assets. This definition distinguishes governance from the operational execution of Data Management. Independent literature describing DAMA's framework uses the same core formulation, and the DAMA Wheel places Data Governance across the other knowledge areas through this authority-and-control function.

Governance establishes decision rights, accountability, policies, standards, stewardship, issue escalation, compliance expectations, and mechanisms for monitoring whether data is being managed appropriately. It determines who is authorized to make decisions and what rules must be followed; individual Data Management knowledge areas then execute the corresponding operational activities.

Option E is closer to the broad definition of Data Management, because it refers to planning, implementation, and control across the information lifecycle. Option A describes an assessment or maturity activity. Option B describes selected governance benefits rather than its definition, while option C characterizes a collection of functions.

For Data Quality, governance provides the authority needed to define critical data, approve quality requirements and thresholds, assign accountability, prioritize remediation, and enforce standards. Without this authority structure, profiling may identify defects but the organization may lack the decision mechanisms required to correct their underlying causes.

Question: 10

Big data management requires:

- A. More discipline than relational data management
- B. Less discipline than relational data management
- C. Big ideas with big budgets
- D. No discipline at all
- E. A certification in data science

Answer: A

Explanation:

DAMA-DMBOK2 establishes the guiding principle that Big Data management requires more discipline than relational data management. The reason is not simply data volume. Big Data environments combine large volumes with substantial variation in structure, source, velocity, semantics, and reliability. These characteristics increase the probability of uncontrolled duplication, inconsistent interpretation, poor provenance, inappropriate use, and undetected quality defects. DAMA's Big Data guidance specifically emphasizes disciplined management of metadata describing Big Data sources, their origins, and their value.

From a Data Quality perspective, scale does not make data fit for purpose. Large datasets still require defined quality expectations, profiling, monitoring, lineage, controlled transformations, ownership, and governance. Metadata becomes particularly important because analysts must understand where datasets originated, how they were transformed, their meaning, and whether they are appropriate for a particular analytical objective.

Data Governance must consequently establish accountability, acceptable-use policies, security requirements, quality expectations, and escalation mechanisms. Statistical and automated controls are also essential because manual inspection becomes impractical at Big Data scale.

Neither larger budgets nor data-science certification substitutes for sound data-management discipline. Likewise, reducing controls because data is large creates greater—not lower—operational and analytical risk

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