

PRACTICE QUESTIONS

ARTiBA

Chartered AI Business Professional

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EDITION	Free Set 1
QUESTIONS	10
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EXAM	ARTiBA Chartered AI Business Professional

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10 practice questions for the ARTiBA Chartered AI Business Professional exam, each followed by its answer and a short explanation. More free sets and the full practice exam:

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1. A business leader asks why an AI strategy should be reviewed on a regular cycle. Which reason is most accurate?
 - A Model capabilities, costs, and regulation change quickly enough that priorities set a year earlier may no longer hold
 - B Regulators require boards to re-approve the AI strategy at the start of every fiscal year without exception
 - C Vendors will stop supporting the models the company uses unless the strategy is renewed
 - D Annual reviews are the only mechanism that can secure the budget for the following year

Answer: A

The landscape for AI capabilities, pricing, and rules moves fast, so a strategy needs periodic reassessment rather than a fixed multi-year promise. No general legal rule requires annual renewal, and vendor support is governed by contracts rather than by strategy reviews. The budget option is tempting because reviews often coincide with budgeting, but budgeting is not the reason for the review cycle.

2. Data that describes other data, such as the source, owner, and refresh date of a table, is called _____.

Answer: metadata (also accepted: meta data)

Metadata records the context that makes data findable, trustworthy, and governable. A data catalog is built from metadata, which is why owners and refresh dates are stored there. Lineage is a related concept, but it tracks where data came from rather than describing a table's attributes.

3. A marketing team wants generative AI to draft product descriptions. Which evaluation criterion best determines whether the use case is ready for production?
 - A Number of different foundation models the team has tested so far, scored on speed, cost and license terms
 - B Acceptance rate of drafts by editors, measured against a defined quality checklist
 - C Volume of product descriptions generated during the first week of the pilot phase
 - D Length of the shared prompt library the team has written and stored so far

Answer: B

Editor acceptance against a quality checklist measures whether the output is good enough to publish, which is the real readiness test. Volume and prompt library size show activity but say nothing about quality. Testing many models is tempting because it sounds rigorous, yet it does not establish that the output meets the standard.

4. The EU AI Act prohibits social scoring by public authorities because it is classed as an unacceptable risk.
- A True
 - B False

Answer: A (True)

Article 5 of the EU AI Act bans social scoring by public authorities, placing it in the unacceptable risk tier. The prohibition applies regardless of how accurate the scores are. The statement is true.

5. Which two responsibilities are typically assigned to an AI governance committee rather than to individual project teams? (Choose two.)
- A Writing the code for each model's training pipeline and its data loaders
 - B Choosing the cloud region where each project's logs are stored for retention
 - C Approving high-risk AI use cases before they are deployed into production
 - D Setting enterprise policy for model documentation, testing, and review
 - E Tuning the hyperparameters of a specific forecasting model for one business unit

Answer: C, D

A governance committee approves high-risk use cases and sets enterprise-wide policy, so its scope spans projects rather than sitting inside one. Writing pipelines, choosing regions, and tuning hyperparameters are delivery tasks that belong to project teams. The regional choice is tempting because it sounds like a governance matter, but it is an operational decision.

6. A CEO asks whether the company should have one enterprise AI strategy or a separate strategy for each business unit. Which answer is best supported?
- A Separate strategies only, because each unit knows its own customers and regulators better than a central team
 - B One strategy written by the IT department alone, because AI is fundamentally a technology decision
 - C One enterprise strategy setting shared priorities and standards, with unit plans beneath it
 - D No strategy at all, because AI investments should simply follow each vendor's published roadmap

Answer: C

An enterprise strategy keeps priorities, standards, and funding coherent while units tailor execution to their own needs. Fully separate strategies fragment standards, and IT-only ownership treats a business question as a tooling question. The separate-strategy option is the most tempting because local knowledge matters, but it should inform the enterprise plan rather than replace it.

7. Which data quality dimension measures whether values conform to the format and allowed range the business expects?
- A Validity
 - B Latency of the pipeline between the source system and the feature store
 - C Throughput of records processed per hour by the ingestion cluster
 - D Completeness of required fields across the customer master records

Answer: A

Validity checks that values follow the required format, type, and allowed range, such as a date in the correct structure. Completeness asks whether required values are present, which is a different dimension and the most tempting distractor. Latency and throughput describe pipeline performance rather than data quality.

8. When a company licenses a model through a vendor API instead of training its own, the sourcing choice is usually called a _____ decision.

Answer: buy

Licensing a model through an API is the buy side of the make-or-buy choice, while training or fine-tuning in-house is the build side. A partnership with a systems integrator is usually a third option. Choosing buy means the company consumes an external model rather than creating one.

9. Which control best reduces the risk that a generative AI tool exposes confidential information that employees type into it?
- A Block all internet access on company laptops for staff who use AI tools and monitor every outbound request
 - B Set an acceptable-use policy, use approved enterprise tools, and train staff on what not to enter
 - C Require each employee to sign a statement promising they will not make mistakes
 - D Post a warning banner on the intranet home page without any further controls

Answer: B

Confidentiality risk is reduced by clear policy, sanctioned tools with contractual data protections, and training. Blanket internet blocking is disproportionate and easily bypassed, a signed statement changes little in practice, and a banner alone is weak. Blocking the internet is the most tempting extreme, but it fails both the business and the control.

10. A bank needs AI for document summarization within six weeks, has no in-house machine learning staff, and must keep its data in its own region. Which sourcing approach fits best?
- A** Buy a managed summarization service deployed in the bank's region under a contract with data residency terms
 - B** Build a custom foundation model from scratch using the bank's full document archive
 - C** Scrape public summarization demos and reuse their outputs for the bank's own documents
 - D** Hire a six-person research team first and select the technology only after it has reviewed the literature

Answer: A

A managed service meets the timeline and the skills gap, and a residency clause addresses the data constraint. Building a foundation model is far beyond six weeks, scraping demos has no licensing or quality basis, and hiring first ignores the deadline. Building a custom model is tempting because it promises control, but control is not what this constraint requires.