Chapter 1

1)Why are there difference in IT returns among firms?

Related Question:

What is the complementary asset? Give an example of complementary assets in each dimension.

(Possible question might be given text (Assignment 2), identify managerial/technological or organizational asset)

2)What are of input, output and processing in Information systems?

(Possible question might be given text (i.e UPS case study), identify input, output and processing

3)Give us 6 reasons to invest in Information systems.

4)How is technological approach different than behavioral approach? Why should we consider both?

Just give an example (Hint: You can use best technology however your organization could not benefit because ?)

5) You work for an auto manufacturer and distributor. How could you use information systems to achieve greater customer intimacy?

6) Define operational excellence. How can information systems help achieve it?

7) Recently, firms invest in IT technologies in order to generate revenue rather than cutting cost.

What is the reason for this? (Hint: Think of mobile channels , ecommerce and pandemic and why adoption of it become widespread? )

8) Explain the difference between information technology (IT) and information systems (IS).

Chapter 2

1) Identify and discuss the major types of information systems that serve the main management groups within a business. What are the relationships among these systems? Give an example to each one ?

2)Apex Vacuum, a family-owned manufacturer of budget vacuums, has grown exponentially over the last few years. However, the company is having difficulty preparing for future growth. The only information system used at Apex is an antiquated accounting system. The company has one manufacturing plant located in Arkansas; and three warehouses, in Arkansas, Delaware, and California. The Apex sales force is national, and Apex purchases about a third of its vacuum parts and materials from a single overseas supplier. You have been hired to recommend the information systems Apex should implement in order to maintain their competitive edge. What is your recommendation for Information system use? How do you think IS solve the problem?

(Hint Find relevant enterprise application and think benefit written in the book)

3)What are cross-functional business processes? Give an example. Which enterprise application support intra and inter organizational cross-functional business processes?

4)The retail home improvement chain you work for, DIY Discount, has noticed that one of its brands of faucets is not selling nearly as well as anticipated. How can you use different IS (TPS,MIS,DSS,ESS) to determine poor sales?

5)You have been hired by an international architectural firm, with offices in Singapore, Paris, and Mumbai. The firm would like architects and drafts people from different teams to be able to collaborate efficiently. How will you determine what the best collaboration tools are for their needs?

(Hint: Use time/space matrix)

6) How online class is different than on campus class in term of technologies used?(Hint: Use time/space matrix)

7)What are the benefit of social enterprise system such as Microsoft Yammer?

8) Fulbert Timber Merchants in Brixton, UK, features a large selection of building supplies, including timber,

fencing and decking, mouldings, hardwood flooring, sheet materials, windows, doors, ironmongery,

and other materials. The prices of building materials are constantly changing. When a customer inquires

about the price on fixtures, fittings, hangings, and other items, sales representatives consult a manual

price sheet and then call the supplier for the most recent price. The supplier in turn uses a manual price

sheet, which has been updated each day. Often, the supplier must call back Fulbert’s sales reps because

the company does not have the newest pricing information immediately on hand. Assess the business

impact of this situation, describe how this process could be improved with information technology, and

identify the decisions that would have to be made to implement a solution.

Chapter 3

1. How does information technology help in reducing transaction costs and internal

management costs? Explain.

2) The Internet can greatly lower transaction and agency costs. Identify each example below whether it is the example for transaction and agency costs

–Large firm delivers internal manuals to employees via a corporate website, saving millions of dollars in distribution costs

-A global sales force can receive instant product price information via e-mail or SMS on smartphone or laptops

-Vendors can access retailers’ internal websites directly to find up to minute sales information and to initiate replenishment orders instantly.

3) What is meant by the phrase “IT should flatten hierarchies?”

4)What is the role of internet in Porter’s five force model?

5)How can IT help firm to achieve

a)low cost leadership

b)product differentiation

c)niche product

d)customer or supplier intimacy?

6)Why do we need Business value chain? What is the role of IT in Business value chain analysis?

7)A firm’s value chain can be linked to the value chains of its suppliers, distributors,

and customers. This is called value web. If you are ecommerce site such as Amazon.com what kind of information system you can build for customer, supplier and logistic firms?

8) What is network economics? Give a product or business model that exhibit network affect. How is Internet technology useful from a network economics perspective? Give examples

9) What are the example of mobile platform? What kind of player do we have in mobile platform?