

NPTEL Online Certification Courses
Indian Institute of Technology Kharagpur



Management Information Systems
Assignment- Week 7

TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10

Total mark: 10*2

QUESTION 1:

Product Differentiation strategy is:

- a) Organizations need to reduce their operational costs so as to deliver the cheapest product or service.
- b) A marketing approach that a company uses to increase its market share and sales volume by entering an existing market with a new product or service.
- c) Information systems help organizations record the consumer.
- d) Companies constantly strive to provide their customers with different products or services from those available in the market.

QUESTION 2:

Business strategy is a function of:

- a) Competition
- b) Positioning
- c) Capabilities.
- d) All of these

QUESTION 3:

Which infrastructure components are not required to draft information system strategy?

- a) Hardware.
- b) Software
- c) Programmers
- d) Network

QUESTION 4:

Which of the following aspect manager needs to consider to align IT with the business objectives of firms?

- a) Power of suppliers, customers, and substitute products.
- b) New entrants
- c) Option a and b
- d) None of these

QUESTION 5:

Which of the following is a measurable business performance dimension in Balanced scorecard?

- a) Operational
- b) Pollution
- c) Learning and Growth
- d) Competition

QUESTION 6:

While implementing balanced score card, managers can focus on which of the following functions to influence present situation?

- a) Customer satisfaction
- b) Financial performance
- c) Employee training
- d) Growth forecast.

QUESTION 7:

Which strategy focuses on being the lowest-cost producer?

- a) Differentiation
- b) Focus
- c) Cost leadership
- d) Niche market

QUESTION 8:

What is an SLA in the context of cloud computing?

- a) Server Location Agreement
- b) Service Level Agreement
- c) Software Licensing Agreement
- d) Storage Location Agreement

QUESTION 9:

Which of the following Service factors required to be consider while evaluating cloud vendors?

- a) Technical expertise and understanding
- b) Disaster recovery & business continuity
- c) Third-party audit
- d) All of these

QUESTION 10:

Who identified the three generic strategies for achieving competitive advantage?

- a) Michael Porter
- b) Henry Mintzberg
- c) Philip Kotler
- d) Peter Drucker