**Date: 04/17/2024**

**Mid-Exam Management of Information Systems and Services INSY 4101**

**Full Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ID \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Time allowed: One Hour

Maximum Points: 25%

Part I: Please underscore the correct choice and color it red

1. Which one of the following is an example of working inward/Business-to-employee strategic role of IT
2. Redesigning the company operations
3. Building an intranet
4. CRM
5. Creating corporate portal
6. Which one of the following is False about strategic uses of IT
7. There is a correlation between IT spending and superior financial results
8. Strategic differentiation emerges over time
9. IT value comes only when IT is paired with concurrent innovations in business practices
10. Executives view of IT as a commodity is wrong
11. Which waves of innovation represent the following statement: Uses IT to communicate directly with consumers leading to new Marketing, Distribution, and Service Strategies?
12. Wave 1
13. Wave 2
14. Wave 3
15. Wave 4
16. Wave 5
17. Which one of the following is true about the waves of innovation?
18. Wave 1 and 3 help save money
19. Wave 2 & 4 help make money and stay in the business
20. Wave 2 & 3 could be done at any time
21. Waves 3 & 4 must be implemented once an industry leader has set the precedent
22. Which one of the following is not among the strategies to deal with competitive forces according to the competitive forces model planning technique?
23. Differentiate product and services
24. Be low cost producer
25. Find a niche – focusing on a segment of product line
26. A & B
27. Which one of the following is not true about the Management aspect of the CIO role
28. CIO must establish and then maintain credibility
29. The first job of the IS management is managing today
30. Technically sound systems guarantee success within an organization
31. IT is all about managing change
32. Which one of the following technology helps organizations securely share their resources with suppliers, partners?
33. Cloud computing
34. Internet
35. Intranet
36. Extranet
37. Which one of the following terms refer the principal power shift from tangible items to the intangibles
38. Global Marketplace
39. Business ecosystems
40. The demise of hierarchy
41. Decapitalization

Part II: Short Answer

1. According to Nicholas Carr IT Doesn’t Matter – and Management of IT should become boring focusing on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3 points)
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_refers to the selling and buying of items over the internet while \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_refers the use of internet to manage businesses. (2 Points)
3. Organizations operating environment is diversified because of IS/IT. The nature of this environment can be expressed in three themes. These themes are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3 points)

Part III: Explain

Identify and describe three reasons why strategic systems planning are so difficult. (3 Points)

What was the strategy that helped profitability strikes back after the www failure in late 1990s? (2 points)

The mission of IS is shaped by different models, please explain the components of the better model (4 Points)