

- 3 1. A Knowledge Management system is primarily concerned with collaboration and decision support.
- 3 2. Large customers of a company may use extranet access to the company's inventory databases as part of an electronic commerce system.
- 3 3. To enable the many different applications of end users to be accomplished using the different varieties of computers, software packages, and databases provided by a variety of interconnected networks, one may have to use Middleware software.
- 3 4. Sales Force Automation can best describe the use of the Internet and extranets to transmit customer orders from travelling salespeople to a corporate data center for order processing and inventory control.
- 3 5. Enterprise Application Integration software is being used by many companies to connect major e-business applications like CRM and ERP.
- 3 6. Which component of the CRM software helps sales, marketing, and service professionals capture and track relevant data about every past and planned contact with prospects and customers? Contact and Account Management
- 3 7. Which cross-functional enterprise application when installed, may serve as a framework and catalyst for reengineering business processes? Enterprise Resource Planning
- 3 8. Partner Relationship Management aims at acquiring and retaining partners who can enhance the selling and distribution of a firm's products and services.
- 3 9. Call center software routes calls to customer support agents based on their skill and authority to handle specific kinds of service requests.
- 4 10. In the competitive forces model for competitive advantage, a firm faces a number of external threats and opportunities.
- 4 11. Wal-Mart's legendary inventory replenishment system triggered by point-of-sale purchases that are considered the best in the industry can best be described as an example of the use of Cost Leadership competitive strategy.
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- 44 12. Supply chain management is an enterprise application that focuses on developing the most efficient and effective sourcing and procurement process for products and services needed by a business.
- 45 13. The Innovation competitive strategy may involve the development of unique products and services (that include IT components), or entry into unique markets.
- 46 14. In order to quickly exploit a new market opportunity, a business may not have the time or resources to develop the manufacturing and distribution infrastructure, people competencies, and information technologies needed, therefore only by quickly forming a virtual company can it assemble the components it needs to capture the market opportunity.
- 47 15. Three important business knowledge needed in an organization that employees may need to provide through a knowledge management system include (processes, procedures, patents, reference works, formulas, "best practices," forecasts)
- 48 16. The Supply Chain Life Cycle is as follows: Commit, Schedule, Make, Deliver
- 49 17. The information superhighway is described as high-speed digital telecommunications networks that are national or worldwide in scope and accessible by the general public rather than restricted to use by members of a specific organization or set of organizations such as a corporation.
- 50 18. The telecommunications industry has changed from government-regulated monopolies to a deregulated market with fiercely competitive suppliers of telecommunications services.
- 51 19. With dataconferencing, two or more users at distant locations are able to edit and directly modify data (text, such as word processing documents; numeric, such as spreadsheets; and graphic) files simultaneously.
- 52 20. Groupware includes software for information sharing, electronic meetings, scheduling, and e-mail, and a network to connect the members of the group as they work on their own desktop computers, often in widely scattered locations.
- 53 21. The Information Architecture of an organization may be defined as the particular form that information technology takes in an organization to achieve selected goals and consists of its computer hardware and software, telecommunications links, and data files.

54 28. Enterprise Applications enterprise application clusters by letting derived from the business process models and management tools h

toward the primary use of the Internet, enterprise intranets, and extranets to support electronic business and commerce, and strategic advantage in local and global markets.
system consolidates data from other accounting systems and periodic financial statements and reports of a business.

- 51 22. When a company develops interenterprise information systems linked by the Internet and extranets that support strategic business relationships with customers, suppliers, subcontractors, and others the competitive strategy it is using can best be described as Alliance competitive strategy
- 52 23. A(n) intranet is a network inside an organization that uses Internet technologies (such as Web browsers and servers, TCP/IP network protocols, HTML hypermedia document publishing and databases, and so on) to provide an Internet-like environment within the enterprise for information sharing, communications, collaboration, and the support of business processes.
- 53 24. Intranets provide an enterprise information portal that supports communication and collaboration, Web publishing, business operations and management, and intranet portal management.
- 54 25. Instead of focusing on the information processing requirements of business functions, cross-functional enterprise software focuses on supporting integrated clusters of business processes involved in the operations of a business.
- 55 26. CRM systems create an IT framework of Web-enabled software and databases that integrates the customer serving processes in sales marketing and customer service processes with the rest of a company's business operations, and supports collaboration among a business and its customers and partners.
27. Supply chain management is a cross-functional interenterprise system that uses information technology to help support and manage the links between some of a company's key business processes and those of its suppliers, customers, and business partners
- 7 28. Enterprise Application Integration (EAI) software can integrate a variety of enterprise application clusters by letting them exchange data according to rules derived from the business process models developed by users.
29. Collaborative work management tools help people accomplish or manage group work activities. This category of software includes calendaring and scheduling tools, task and project management, workflow systems, and knowledge management tools.
30. When one uses advertising such as electronic billboards or banners that are placed on a variety of selected websites, in addition to a company's website, then he/she is using the Content targeted marketing component.