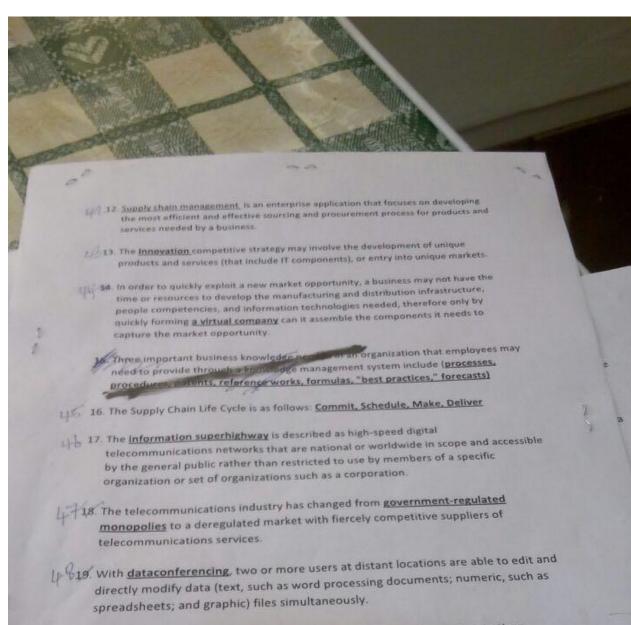


- connect major e-business applications like CRM and ERP.
- Which component of the CRM software helps sales, marketing, and service professionals capture and track relevant data about every past and planned contact with prospects and customers? Contact and Account Management
- 37. Which cross-functional enterprise application when installed, may serve as a framework and catalyst for reengineering business processes? Enterprise Resource Planning
- 2 8. Partner Relationship Management aims at acquiring and retaining partners who can enhance the selling and distribution of a firm's products and services.
- Call center software routes calls to customer support agents based on their skill and authority to handle specific kinds of service requests.
- 40. In the <u>competitive forces</u> model for competitive advantage, a firm faces a number of external threats and opportunities.
- 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 <u>Cost Leadership</u> competitive strategy.



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.

A. The <u>Information Architecture</u> 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.

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enterprise application clusters by letting enterprise application clusters process models de derived from the business process de derived from the business process de derived from the business de derived from the business

toward in program of the Internet, enterprise intranets, and commerce, arranets to support electronic business and commerce, action, and a strain it advantage in local and global markets.

Stem consolidates data from other accounting systems and addic financial statements and reports of a business.

- S/ 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 <u>Alliance</u> competitive strategy
- 5223. A(n) <u>intranet</u> 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.
- 24. Intranets provide an enterprise information portal that supports communication and collaboration, Web publishing, business operations and management, and intranet portal management.
- 5 4 25. Instead of focusing on the information processing requirements of business functions, cross-functional enterprise software focuses on supporting integrated clusters of <u>business processes</u> involved in the operations of a business.
- 5 26. <u>CRM systems</u> 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. <u>Supply chain management</u> 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
- #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.
- 36. 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 using the Content targeted marketing component.