**Management Information Systems – Mid course in class examination**

**Guidelines – This is a multiple choice exam with 30 questions with four short case study questions to critically evaluate a situation from a Management Information Systems perspective and find solutions or recommendations using no more than one or two paragraphs.**

**Management Information Systems – Mid course in class test**

**Q1**

**The six important business objectives of information technology are:**

1. New products, services, and business models
2. Customer and supplier intimacy
3. Survival
4. Competitive advantage
5. Operational excellence
6. …………………………….

**Q2**

**Which of the following choices may lead to competitive advantage?**

1. New products, services, and business models
2. Charging less for superior products
3. Responding to customers in real time

**Q3**

**A top Dublin hotel is using computer systems to keep track of guests' preferences, this is an example of:**

1. Improved flexibility
2. Improved decision making
3. Improved efficiency
4. Customer and supplier intimacy
5. Operational excellence

**Q4**

**All of the following are advantages, for a firm using cloud computing name another one -**

1. Ability to build mobile marketing
2. Ability to support remote work
3. Ability to reduce data storage costs
4. Ability to rely on markets to build value
5. ………………………………………………………………

**Q5**

**Which one of the following, represent key corporate assets –**

1. Intellectual property, core competencies, financial and human assets.
2. Significant business relationships
3. Production technologies and business processes for sales marketing and finance
4. Knowledge and the firms tangible assets, such as goods or services
5. Time and knowledge

**Q6**

**A firm that must invest in new information systems capabilities in order to comply with legal regulations can be said to be investing to achieve which business objective?**

1. Survival
2. Improved decision making
3. Customer intimacy
4. Operational excellence
5. Improved reporting

**Q7**

**An example of an organizational complementary asset is -**

1. The internet
2. Using the appropriate business model
3. Laws and regulations
4. A collaborative work environment
5. Strong senior management

**Q8 (8 marks)**

**What are the main changes taking place in organizational use of information systems? Which of these do you think is having the greatest impact on businesses? \*\*Your answer can be a short paragraph or a bullet pointed list will suffice.\*\***

**Q9**

**An example of a cross-functional business process is which one of the following -**

1. Fulfilling a customer’s order
2. Paying creditors
3. Identifying customers
4. Assembling a product
5. Transporting the product

**Q10**

**Which one of these systems is especially suited to situations in which the procedure for arriving at a solution may not be fully defined in advance?**

1. Transaction processing
2. Management information
3. Resource planning
4. Decision support
5. Knowledge management

**Q11**

**To forecast trends in your supplier's industry that could affect your firm over the next five years, you would use a(n)**

1. MIS
2. ESS
3. TPS
4. KMS
5. DSS

**Q12**

**Which type of system integrates supplier, manufacturer, distributor, and customer logistics processes?**

1. Enterprise planning system
2. Transaction processing system
3. Supply chain management system
4. Collaborative distributor system
5. Reverse logistics system

**Q13**

**Which of the following types of system helps coordinate the flow of information between the firm and its suppliers and customers?**

1. Intranet
2. TPS
3. Extranet
4. KMS
5. DSS

**Q14**

**Which one of the following statements about *collaboration* is *not* true?**

1. One business benefit of collaboration is improved innovation
2. Businesses need special systems for collaboration
3. In business collaboration relies on teams that are assigned specific tasks or goals.
4. Successful collaboration can be achieved through technology regardless of the organization's culture or structure.

**Q15**

**Using the Internet to buy or sell goods is called what?**

1. E-business
2. E commerce
3. An extranet
4. And intranet
5. Digital commerce

**Q16 (9 marks)**

**Your aunt has asked you for your suggestions to make her business, a local sandwich shop, more efficient.**

**Describe at least three types of business processes that a sandwich shop has. Can any be better coordinated through the use of information systems?**

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**Q17**

**The two way interaction between information systems and organizations is mediated by six factors, which two are missing below ?**

1. By management decisions
2. By the structure
3. By politics,
4. By culture
5. ……………………………………………..
6. ………………………………………………

**Q18**

**What technology from the list below, radically change the business landscape and environment, often substituting products for others that perform equally or better than existing ones?**

1. Inventive
2. Explosive
3. Disruptive
4. Subversive
5. Divisive

**Q19**

**A firm can exercise greater control over its suppliers by having which one –**

1. Local suppliers
2. More suppliers
3. Global suppliers
4. Fewer suppliers
5. Regional suppliers

**Q20**

**Complete with one option. The value chain model -**

1. ….highlights specific activities in the business where competitive strategies can best be applied
2. ….categorizes four basic strategies a firm can use to enhance its value chain
3. …enables more effective product differentiation
4. …sees the supply chain as the primary activity for adding value
5. …categorizes five related advantages for adding value to a firms products or services

**Q21**

**Which of the options are the primary production inputs that the organization uses to create products and services?**

1. Politics and culture
2. Labour
3. Natural resources
4. Capital
5. Structure

**Q22**

**The expenses incurred by a customer or company in lost time and resources when changing from one supplier or system to a competing supplier or system are known as which?**

1. Switching costs
2. Retention costs
3. Variation costs
4. Differentiation costs
5. Preservation costs

**Q23 (9 marks)**

**You are consulting with the owner of Better Bodies, a national wide chain of gyms. What strategies might Better Bodies use in applying information systems and services to achieve a competitive advantage? Write one paragraph.**

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**Q24**

**Which one of the following best describes how new information systems result in legal gray areas?**

1. They are created from sets of logical and technological rules rather than social or organizational mores
2. They are little understood by politicians or lawyers
3. They result in new situations that are not covered by old laws
4. They work with networked, electronic data, which are more difficult to control than information stored manually
5. They are implemented by technicians rather than managers

**Q25**

**Which one of the following best describes the effect that new information technology has on society?**

1. It has a magnifying effect, creating increasing numbers of ethical issues
2. It is beneficial for society as a whole, while raising dilemmas for consumers
3. It has a waterfall effect in raising ever more complex ethical issues
4. It has a ripple effect, raising new ethical, social, and political issues
5. It has a dampening effect on the discourse of business ethics

**Q26**

**The moral dimension of which one of the below, can be described as the obligations that individuals and organizations have concerning rights to intellectual property.**

1. System quality
2. Accountability and control
3. Property, rights and obligations
4. Information rights and obligations
5. Quality of life

**Q27**

**Which of the options below is the use of computers to assemble data from different sources to create electronic dossiers of detailed information about people?**

1. Phishing
2. Profiling
3. Targeting
4. Spamming
5. Spyware

**Q28**

**A collection of independent firms that use information technology to coordinate their value chains to produce a product or service for a market collectively is called a(n) ?**

1. Industry value chain
2. Business ecosystem
3. Value web
4. Consortia
5. Synergy chain

**Q29**

**The extreme difference among different social groups regarding their access to computers and the Internet is called the \_\_\_\_\_\_\_\_ divide.**

1. Computer
2. Technology
3. Electronic
4. Digital
5. Internet

**Q 30 (9 marks)**

**What do you consider to be the primary ethical, social, and political issues regarding the quality of a software product? One paragraph please.**

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