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| **MANAGEMENT INFORMATION SYSTEMS** | |
| |  |  | | --- | --- | | 1) | Within organizations, who makes strategic decisions for the organization? | |  | A) executives | |  | B) front line managers | |  | C) middle managers | |  | D) assembly line workers | |  |
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| |  |  | | --- | --- | | 2) | Sensitivity analysis in information systems includes all the following **except** \_\_\_\_\_. | |  | A) more than one parameter | |  | B) what-if-analysis | |  | C) teamwork compatibility | |  | D) increasing or decreasing variables to determine the effect on profit | |  |
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| |  |  | | --- | --- | | 3) | In information systems and decision support, what are simplified representations, or abstractions of reality? | |  | A) reports | |  | B) structured problem solving | |  | C) models | |  | D) artificial construct | |  |
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| |  |  | | --- | --- | | 4) | Which of the following are not characteristics of data quality? | |  | A) coordinate jurisdiction | |  | B) logical consistency | |  | C) completeness | |  | D) attribute accuracy | |  |
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| |  |  | | --- | --- | | 5) | SQL was first developed \_\_\_\_\_. | |  | A) by IBM | |  | B) by ANSI | |  | C) based on ANSI specifications | |  | D) in 1982 | |  |

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| |  |  | | --- | --- | | 6) | Internet processors can be any of the following **except** \_\_\_\_\_. | |  | A) switches | |  | B) routers | |  | C) protocols | |  | D) gateways | |  |
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| |  |  | | --- | --- | | 7) | Apache HTTP Server and Microsoft Internet Information Server are examples of \_\_\_\_\_. | |  | A) e-commerce servers | |  | B) data collection devices | |  | C) web server software packages | |  | D) web server hardware systems | |  |
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| |  |  | | --- | --- | | 8) | Strong cohesion in object-oriented design means \_\_\_\_\_. | |  | A) that the elements within a subsystem form a single, unified concept | |  | B) that the objects are clearly marked | |  | C) each user screen is specifically designed for that user’s use | |  | D) that the linked objects have been properly documented | |  |
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| |  |  | | --- | --- | | 9) | What is the benefit of using 2.4 GHz Wi-Fi over 5 GHz? | |  | A) produces higher internet speed | |  | B) can cover a larger area | |  | C) is more powerful | |  | D) has more channels | |  |
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| |  |  | | --- | --- | | 10) | In a CRM model, which phase rewards the most loyal and profitable customers? | |  | A) enhance | |  | B) retain | |  | C) acquire | |  | D) attract | |  |
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| |  |  | | --- | --- | | 11) | The set of computer programs used to manage hardware resources is called \_\_\_\_\_. | |  | A) Microsoft Office Suite | |  | B) system software | |  | C) general software | |  | D) application software | |  |
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| |  |  | | --- | --- | | 12) | Who is the responsible group that maintains records for a functional area of an organization? | |  | A) the information system managers | |  | B) everyone in the organization | |  | C) a records manager | |  | D) the database analysts | |  |
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| |  |  | | --- | --- | | 13) | Which one of the following best describes when a company has both online and physical storefronts? | |  | A) hardscape and shopping carts | |  | B) clicks and mortar | |  | C) bricks and clicks | |  | D) bricks and mortar | |  |
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| |  |  | | --- | --- | | 14) | A(n) \_\_\_\_\_ approach to the SDLC is used when the exact requirements of a system or needs of users are not well understood. | |  | A) system | |  | B) incremental | |  | C) focused | |  | D) adaptive | |  |
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| |  |  | | --- | --- | | 15) | The Internet has had which one of the following impacts on the way you purchase your textbooks? | |  | A) The Internet decreases your bargaining power. | |  | B) The Internet increases your bargaining power. | |  | C) The Internet provides you with less information. | |  | D) The Internet gives you fewer choices. | |  |

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| 1) | A |
| 2) | C |
| 3) | C |
| 4) | A |
| 5) | A |
| 6) | C |
| 7) | C |
| 8) | A |
| 9) | B |
| 10) | B |
| 11) | B |
| 12) | C |
| 13) | B |
| 14) | D |
| 15) | B |