

Business models strive to create the best solution or experience for the customer.

یک گزینه را انتخاب کنید:

A. ☐

Product-centric

B. Revenue-centric ☐

C. Customer-centric ☒

D. ☐

Profit-centric

MEDIATA was able to clean up their dirty data by more accurately connecting to customers via IP addresses, resulting in a ۲۰ percent increase in marketing campaign effectiveness. This shows the usefulness of

یک گزینه را انتخاب کنید:

A. Master data management ☐

B. Enterprise architecture ☐

C. Data standardization ☐

D. Data governance ☒

?What are the basic components of business processes

یک گزینه را انتخاب کنید:

A. Inputs, activities, and deliverables ☒

B. Data, knowledge, and activities ☐

C. People, technology, and outputs ☐

D. Inputs and outputs ☐

Applying IT to a manual or outdated process will

یک گزینه را انتخاب کنید:

- A. not optimize the process ☒
- B. improve the outputs ☐
- C. eliminate wasted steps ☐
- D. maximize cycle time ☐

IT agility, flexibility, and mobility are tightly interrelated and primarily dependent on

یک گزینه را انتخاب کنید:

- A. Strategic alignment between IT budget and company mission statement ☐
- B. An organization's IT infrastructure and architecture ☒
- C. The IT division's strategic hiring and training practices ☐
- D. IT's integration with production and accounting units ☐

Cloud computing eliminates the need to invest in hardware up front, so companies can develop and deploy applications faster

یک گزینه را انتخاب کنید:

- A. True ☒
- B. False ☐

Stores data at a single location that is accessible from anywhere. Searches are faster as they don't have to search through multiple locations, just the one

یک گزینه را انتخاب کنید:

- A. Master Data Management ☐
- B. Declarative Languages ☐
- C. Centralized Database ☒
- D. Relationship Database ☐

Which of the following functions plans for, oversees the development of, and monitors the information resource of an organization

یک گزینه را انتخاب کنید:

- A. Operational planning ☐
- B. Data manipulation ☐
- C. Data administration ☒
- D. Strategic management ☐

are documentation of business events, actions, decisions, or transactions

یک گزینه را انتخاب کنید:

- A. reports ☐
- B. data ☐
- C. records ☒
- D. information ☐

Organizations that cannot afford the cost of a data warehouse, but want the benefits of online analytic processing invest in

یک گزینه را انتخاب کنید:

- A. big data ☐
- B. spreadsheets ☐
- C. data marts ☒
- D. text mining ☐

tools and techniques process data and do statistical analysis for insight and \_\_\_\_\_discovery

یک گزینه را انتخاب کنید:

- A. Operational intelligence ☐
- B. Information accessibility ☐
- C. Information fluidity ☐
- D. Business intelligence ☒

After data are extracted from a database and processed to standardize their format, they are then loaded into a \_\_\_\_\_ and ready for analysis

یک گزینه را انتخاب کنید:

- A. Decision support system ☐
- B. . Data warehouse ☒
- C. . DBMS ☐
- D. . Synchronized, low-latency system ☐

Data warehouses and data marts are optimized for all of the following except

یک گزینه را انتخاب کنید:

- A. Decision support ☐
- B. Data mining ☐
- C. Business intelligence ☐
- D. Transaction processing ☒

An accurate and consistent view of data throughout the enterprise is needed so one can make informed, actionable decisions that support the business strategy. A function performed by a DBMS to integrate, match, or link data from disparate sources is data

یک گزینه را انتخاب کنید:

- A. maintenance ☐
- B. profiling ☐
- C. filtering ☐
- D. synchronization ☒

.networks are high capacity digital networks

یک گزینه را انتخاب کنید:

- A. Smart grid ☐
- B. Broadband ☒
- C. Narrowband ☐
- D. Circuit ☐

are the rules and standards that govern how devices on a network exchange data and talk to each other.

یک گزینه را انتخاب کنید:

- A. Traffic priority procedures ☐
- B. Security settings ☐
- C. Organization's IT policies ☐
- D. . Network protocols ☒

is the basic communication protocol of the Internet. This protocol is supported by every major network operating system (OS) to ensure that all devices on the Internet can communicate

یک گزینه را انتخاب کنید:

- A. HTML ☐
- B. HTTP ☐
- C. FTP ☐
- D. TCP/IP ☒

is a location-aware system that transmits the identity (in the form of a unique serial number) of an object or person using radio waves. It is used to track items in a supply chain or equipment in a production facility.

یک گزینه را انتخاب کنید:

- A. GIS ☐
- B. . GSM ☐
- C. RFID ☒
- D. LTE ☐

Mobile device apps that enable users to pay for things or check-in to hotels or venues use \_\_\_\_\_ technology

یک گزینه را انتخاب کنید:

- A. GPS ☐
- B. GIS ☐
- C. NFC ☒
- D. TCP/IP ☐

services to each other and as gateways to popular apps such as Twitter, Facebook, and Amazon

یک گزینه را انتخاب کنید:

- A. SlashDB ☐
- B. Mobile OS ☐
- C. SQL ☐
- D. APIs ☒

۳۴ Mobile networks and infrastructure have the potential to reduce healthcare costs. Tracking medical equipment and hospital inventory, such as gurneys, are done with \_\_\_\_\_ at a number of hospitals

یک گزینه را انتخاب کنید:

- A. . RFID tagging ☒
- B. . GPS ☐
- C. Linux ☐
- D. API ☐

. Mobile infrastructure consists of the integration of all of the following factors except

یک گزینه را انتخاب کنید:

- A. Devices ☐
- B. . Support ☐
- C. Security measures ☐
- D. Personnel ☒

?Which of the following are the six components of an information system

یک گزینه را انتخاب کنید:

- A. Hardware, software, machines, people, data, printers ☐
- B. Hardware, software, people, procedures, network, data ☒
- C. . Data, procedures, people, software, machines, networks ☐
- D. Software, hardware, networks, servers, information, people ☐

Enterprises are moving away from ad hoc adoption of mobile devices and network infrastructure to a more strategic planning build-out of their mobile capabilities. Factors to be \_\_\_\_\_ considered when planning the build out include all of the following except

یک گزینه را انتخاب کنید:

- A. More robust mobile OSs ☐
- B. Demands of multi-tasking mobile devices on the network ☐
- C. Mobile applications ☐
- D. Impact of mobile technology on organizational culture ☒